

LIFE

DISCRIMINATION IN THE NORTH
WHERE DEMOCRATS SHOULD GO FROM HERE
BY SENATOR JOHN F. KENNEDY



AUTHOR KENNEDY

20 CENTS

MARCH 11, 1957



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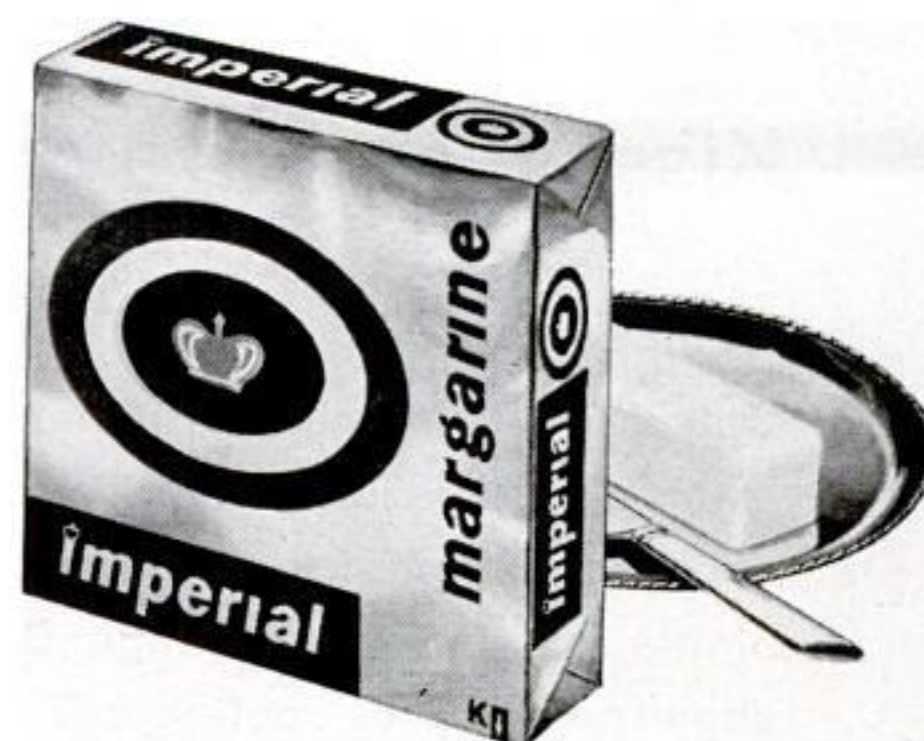


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This One



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Teamsters in a tizzy

31

Some unsavory witnesses before Senate committee deposit tales of non-union activities like pinball monopolies and bawdyhouse bargainings on doorstep of Teamsters' union.



PINBALL'S TILT

An R for Democrats

164

Senator John F. Kennedy, already a leading candidate for the nomination in 1960, says his party will have to come out swinging on new issues if it hopes to lick the Republicans.



JOHN F. KENNEDY

Mighty men at arms and trade 86

Two memorable peoples—the Homeric Greeks, who fought the Trojan war, and the Phoenicians, who opened up ancient trade routes—are portrayed in "The Epic of Man," Part IX.



HOMERIC MINSTREL

The North and discrimination 151

By subterfuge, subtle understandings and unwritten agreements, the Negro is still discriminated against in the North, although his lot improves a little each year.



PRAYER IN CHICAGO

Kissing comes a cropper

49

University of Michigan students, used to happy indoor spooning, get driven out in the cold by a ban on good-nights in a dormitory lounge. But they show no signs of cooling off.



MICHIGAN NUZZLING

COVER

John F. Kennedy, the brilliant Massachusetts senator, looks at the Democratic party's future (see pp. 164-179)

THE WEEK'S EVENTS

- Teamsters' union projects turn up a tilt or two as senators hear of involvements in pinball monopolies and politics 31
- Israel says it will get out of Egyptian territory 38
- A Look at the World's Week 40
- An act of violence opens Vietnam fair 42
- An outcry over indoor kisses leads a Michigan dorm to bar them from the lounge 49

EDITORIALS

- After Israel, Egypt must obey 44
- Green tunnel vs. billboard jungle

PICTORIAL ESSAYS

- The great age of warriors and traders in Homeric Greece and Phoenicia. Part IX of "The Epic of Man." Text by Lincoln Barnett. Paintings by Alton S. Tobey and Carroll Jones. Photographs by Larry Burrows and Eliot Elisofon 86
- The Negro and the North: segregation is illegal, yet he encounters a great deal of discrimination 151

ARTICLE

- A Democratic leader says his party must lead—or get left. By Senator John F. Kennedy 164

SPORTS

- Casey in the classroom: animated lectures by Stengel speed up the development of future Yankee players 57

MILITARY AFFAIRS

- A high-flying FK-102 jet looks as if it is jumping over the moon 63

YOUTH

- A rival show of teeth: smiles dazzle in a dental contest 75
- Scouts around the world celebrate the late Baden-Powell's 100th birthday 143

CLOSE-UP

- Luis Muñoz Marín, three times Puerto Rico's governor, is an energetic idealist 80

FASHION

- A spree on 7th Avenue: Western couple takes a 10-day buying trip in New York's garment district 111

RELIGION

- A Korean vet plunges through ice to join the church 117

MOVIES

- A vamp of the '20s, Jeanne Eagels, is re-created by Kim Novak 121
- Joan of Arc really burns: an actress accidentally catches fire 138

MODERN LIVING

- Money-making museum kit helps youngsters copy popular exhibits and raises money for an Indianapolis museum 129

MUSIC

- A new pet at the Met, Renata Tebaldi 135

PARTY

- Dean's Diplomatic Dinner, Norway's soon-to-be-retired ambassador continues a tradition 183

OTHER DEPARTMENTS

- Letters to the Editors 21
- Speaking of Pictures: 360° camera gets all scene and then some 22
- Miscellany: a new roost for a rooster 186

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VOLUME 42
NUMBER 10

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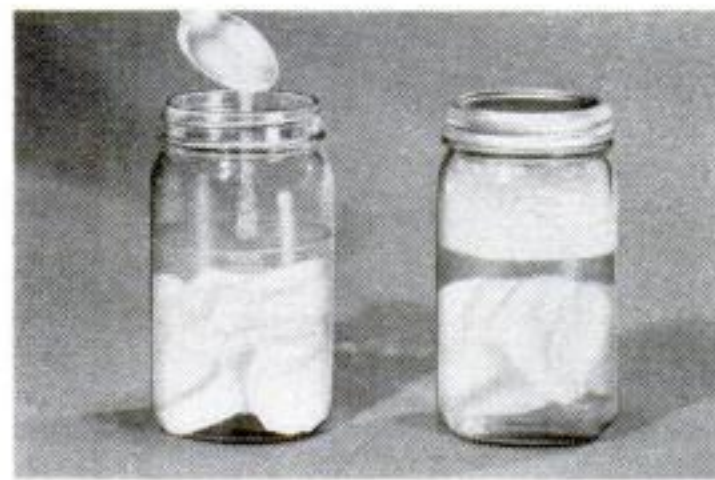
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RECIPE

CARNATION 3-MINUTE CHEESE SAUCE

- 1 $\frac{3}{4}$ cups (large can) undiluted CARNATION EVAPORATED MILK
- $\frac{1}{2}$ teaspoon salt
- 1 $\frac{1}{2}$ teaspoons dry mustard
- 2 cups (about 8 ounces) grated process American Cheese

Simmer Carnation, salt and mustard in saucepan over low heat to just below boiling (about 2 minutes). Add cheese. Stir over low heat until cheese melts (about 1 minute longer).

SEAFARER CASSEROLE: Mix 4 cups cooked macaroni, 1 cup well-drained canned tuna, 2 tablespoons finely diced onion, $\frac{1}{4}$ cup chopped stuffed olives together in bowl. Pour Carnation 3-Minute Cheese Sauce over mixture; blend. Place macaroni mixture in buttered 1 $\frac{1}{2}$ -quart casserole. Bake in moderate oven (350° F.) about 30 minutes.

TUNA NOODLE BUFFET: Arrange 3 cups cooked noodles, $\frac{3}{4}$ cup sliced mushrooms, 1 tablespoon chopped onion, 1 cup tuna in layers in 4 individual buttered casseroles. Pour Carnation 3-Minute Cheese Sauce over casseroles. Sprinkle with $\frac{1}{4}$ cup toasted almonds. Bake in moderate oven (350° F.) about 30 minutes.



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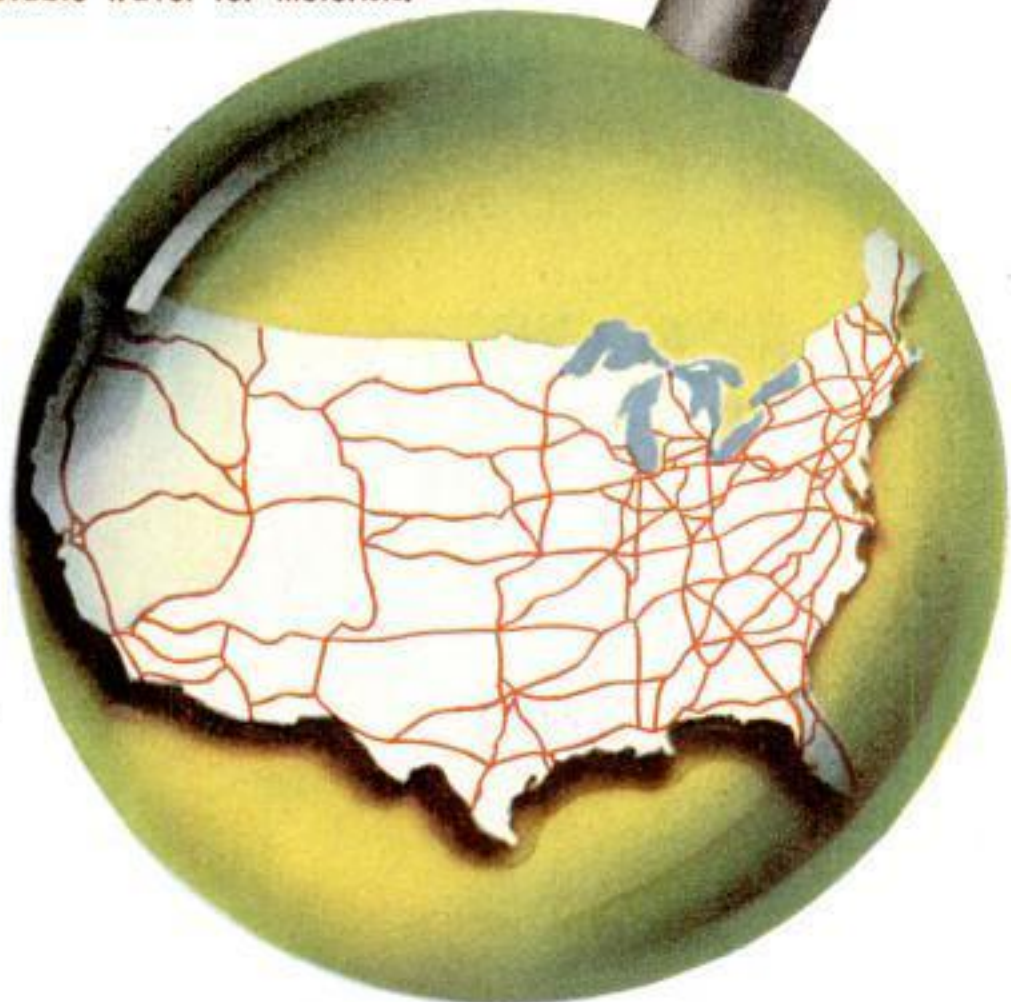


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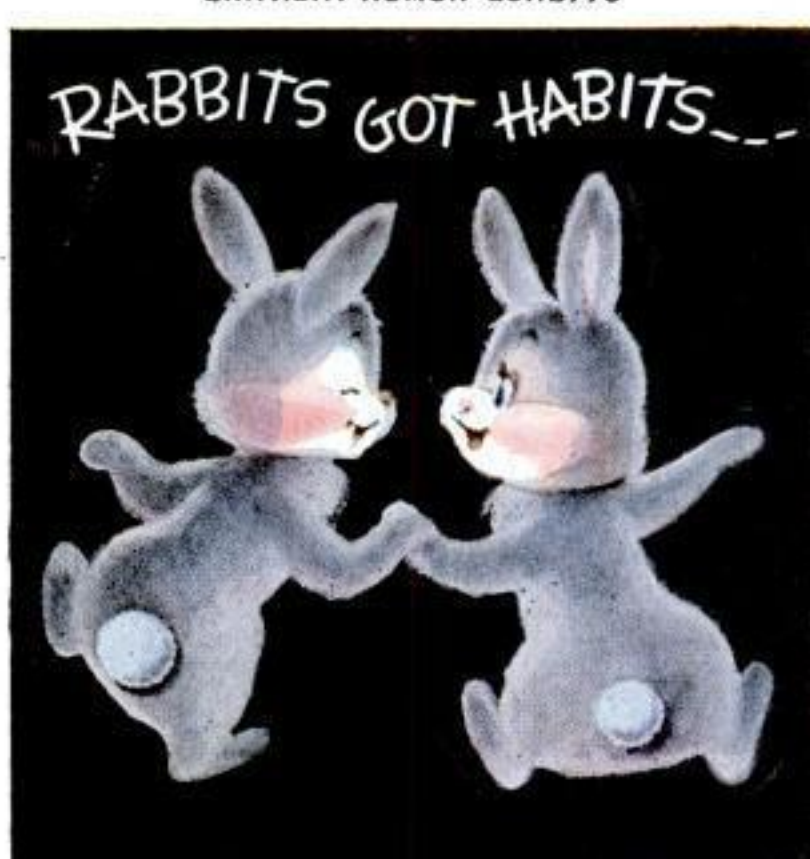
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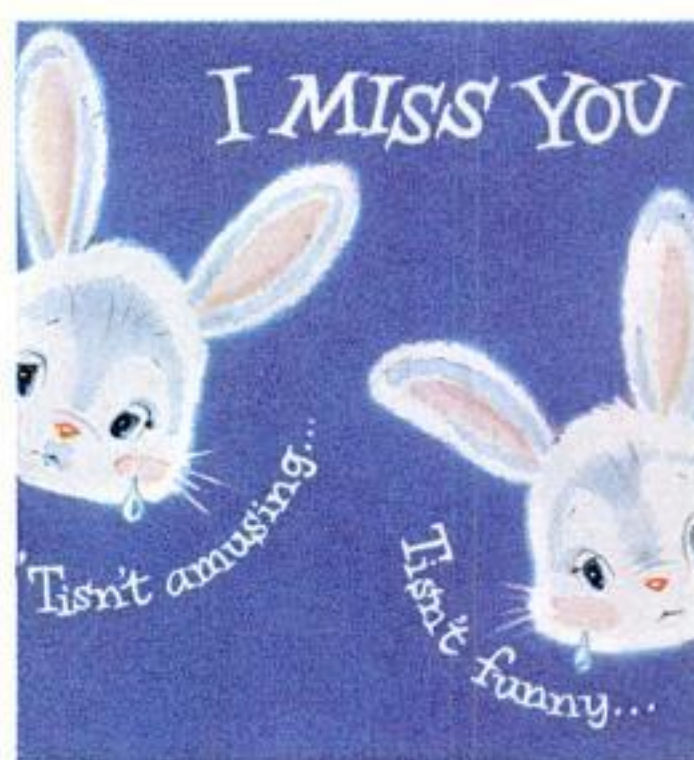
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And you'll get along so swell
The Docs will get
together and say---

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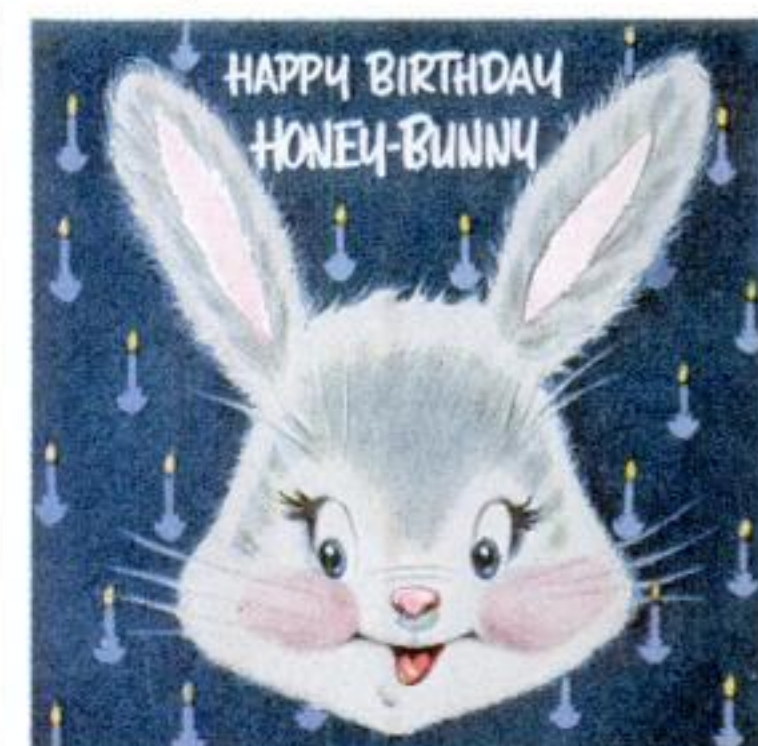
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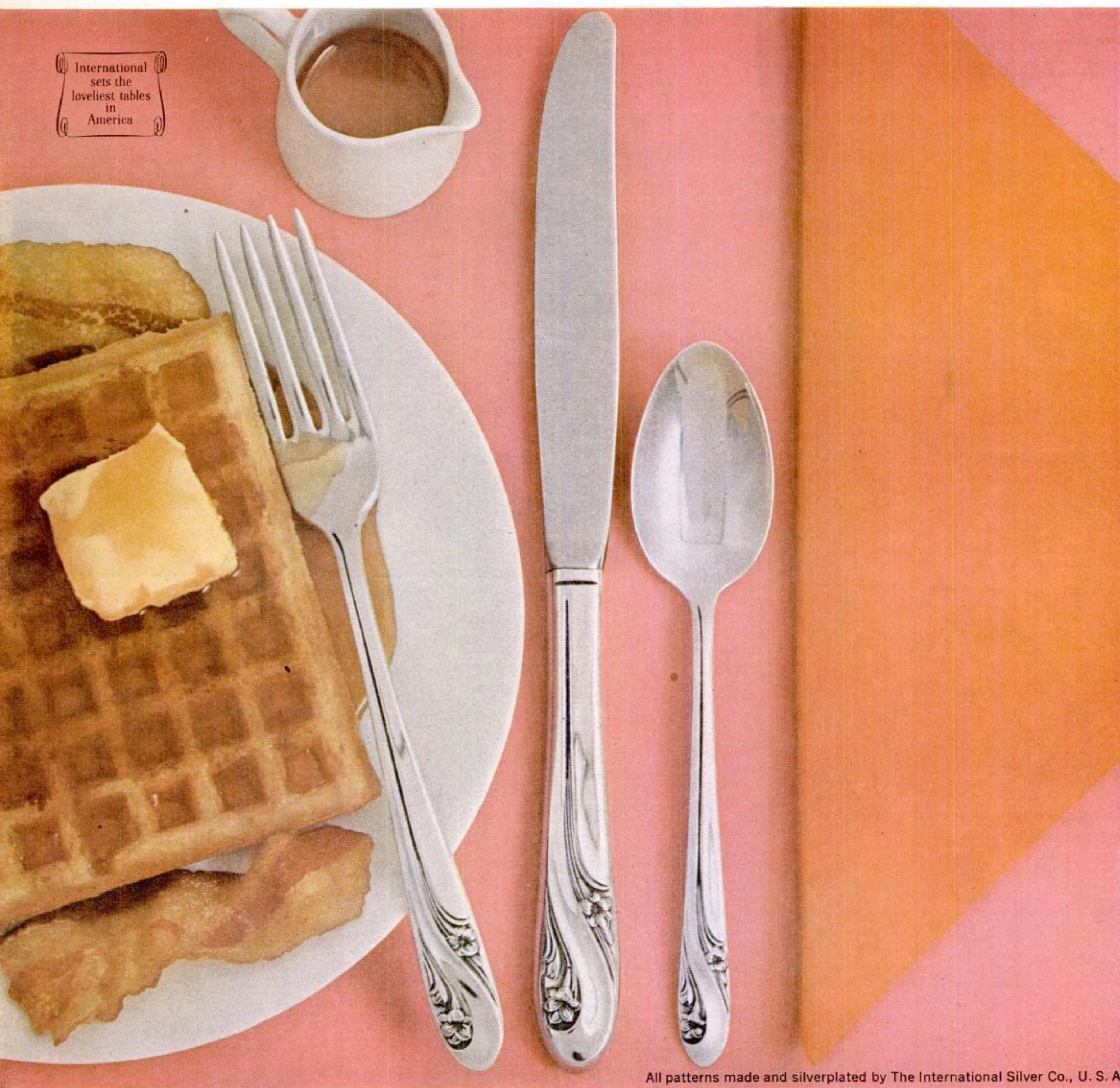


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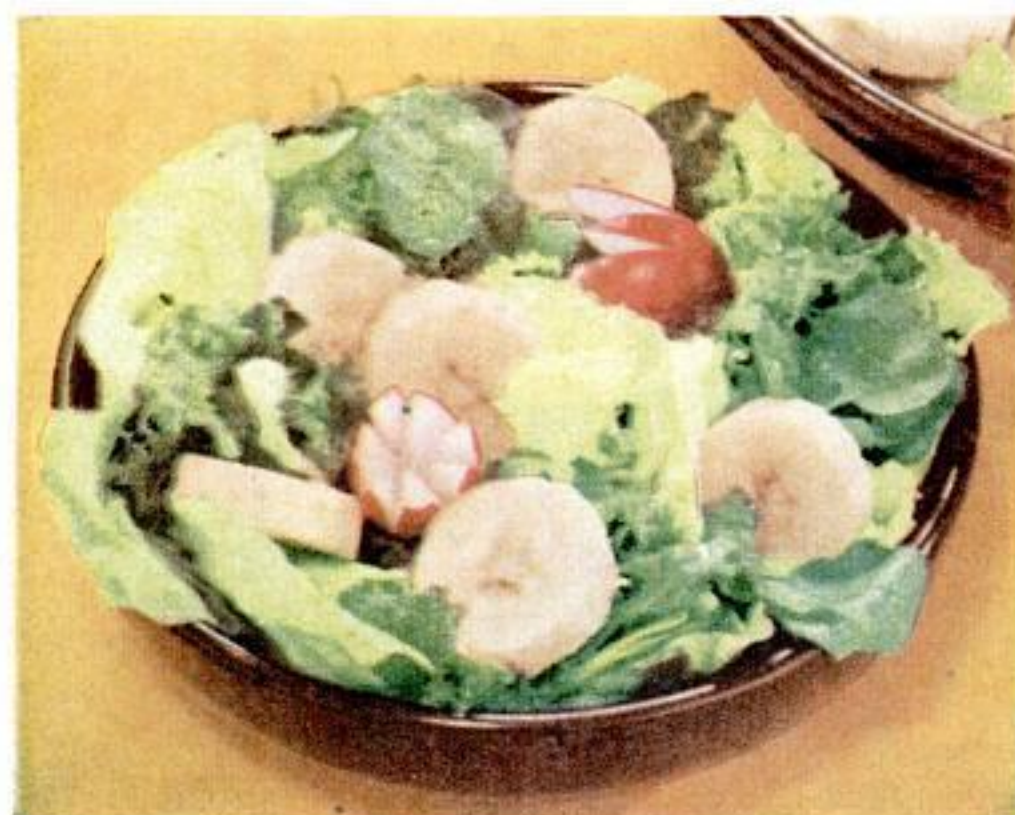
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Bananas . . . wholesome—and then some!



Tropic salad. New way to add subtle flavor and texture to green salad — slice in banana just before you add dressing and toss it. It's the kind of trick that can make a hostess famous!



Banana toast. Good morning idea: slice a banana on toasted bread, then sprinkle with sugar and cinnamon, dot with butter, brown a few minutes in your broiler. Serve with honey. Luscious!

I'm Chiquita Banana and I'm here to sing
That you should eat more bananas —
They've got everything!
They give you vitamins, minerals
And energy, too —
Bananas taste so good
And are so good for you!
You can put 'em in a milkshake,
In a salad or a pie—aye!
And bananas make a nice team
With a cereal or ice cream.
Every member of the family loves bananas
Every single way you try 'em —
They are so nourishing and tasty —
So hurry up and buy 'em!

To be sung to the tune of Chiquita Banana



**UNITED FRUIT
COMPANY**





H. F. Johnson, President, S. C. Johnson & Son, Inc., as photographed by Sarra.

From wax to insecticide—H. F. Johnson launches new products with telegrams

"Before we distribute any new product nationally," says Mr. Johnson, "we sales-test it with the help of telegrams. For instance, Raid, our new aerosol insecticide, was tested in Florida, Massachusetts and Ohio. Wires from district offices rushed us day-to-day data on sales and inventories. Because these reports were up to the minute—and in writing—we eliminated any error in scheduling production and distribution."

More than a million times a day, business finds it wise to wire. Telegrams quote prices, confirm orders, route shipments. Speed plus the written record make the telegram essential to American business.

DO YOU KNOW about Western Union's *Charge-it Service*? Wherever you are, in person or by telephone, you can charge telegrams. Simply give your name and address. No credit card needed!

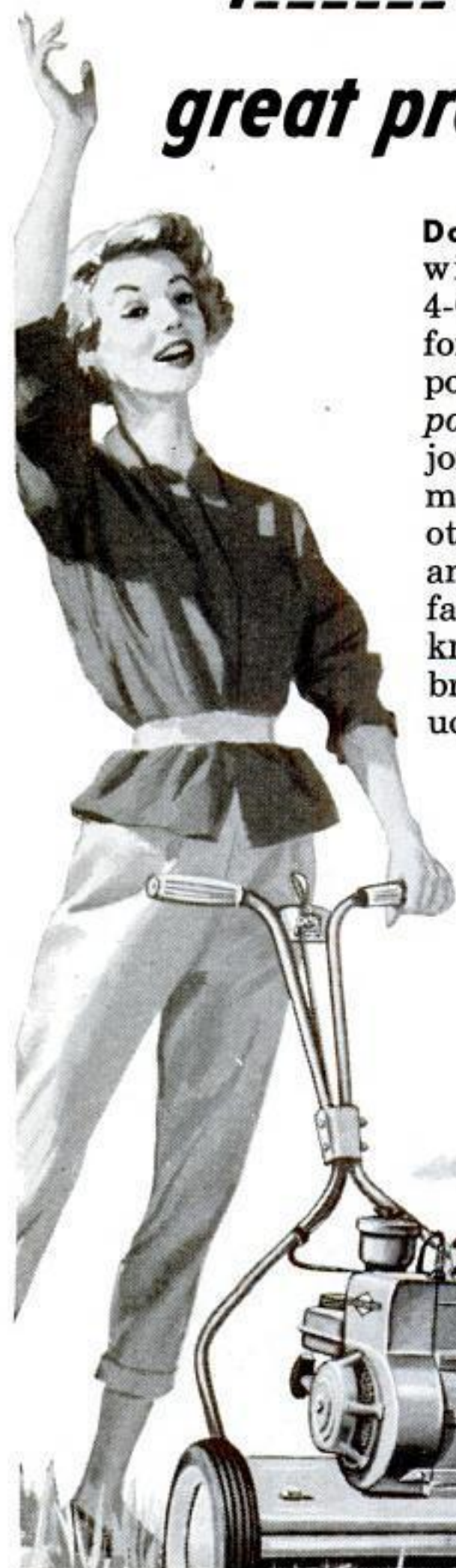
WESTERN UNION
TELEGRAM

ON ANY OCCASION ...

IT'S WISE TO WIRE!

When it's time to mow...

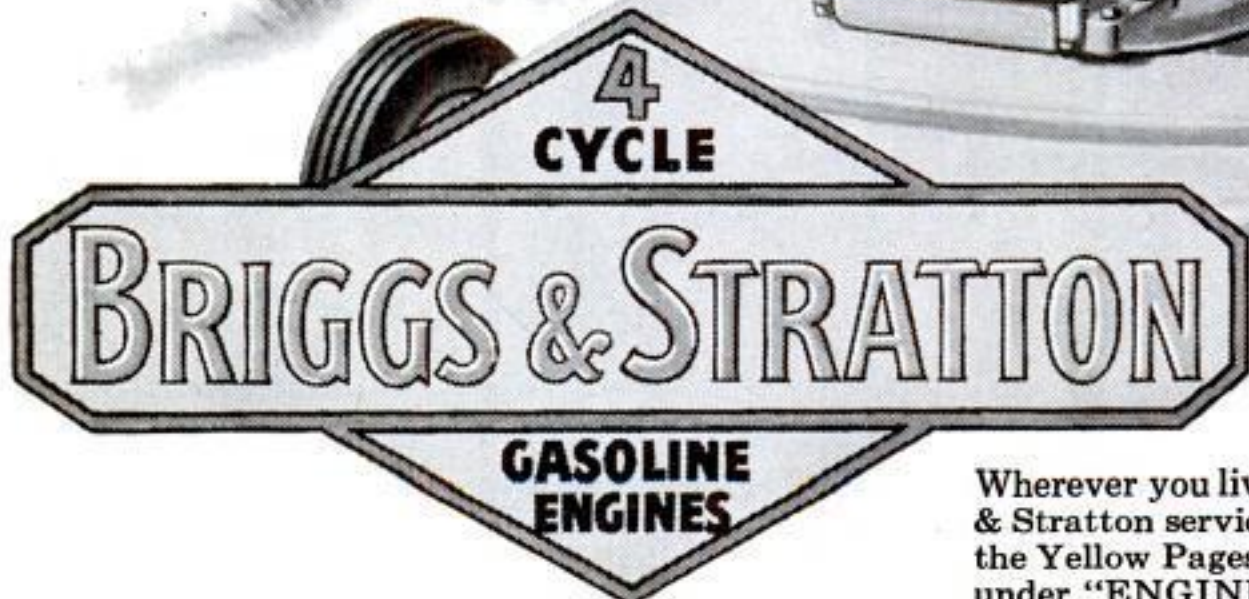
these power-partners make
great products even better!



Do it now! Insist on a mower with a Briggs & Stratton 4-CYCLE engine... and look forward to years of easy-going power mowing. You'll find these power partners on a vast majority of today's quality-brand mowers... and on countless other products for home, farm and industry. Reason: manufacturers of powered equipment know Briggs & Stratton engines bring out the best in their products—for years on end.

BUILT RUGGED TO LAST LONGER, PERFORM BETTER

Air-age engineered—proved on millions of lawn mowers, garden tillers, tractors and other equipment. Gives you the quick starts and smooth-running power for tough going that have made Briggs & Stratton 4-CYCLE engines No. 1 in use throughout the world.



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Wherever you live, authorized Briggs & Stratton service is nearby—look in the Yellow Pages of your phone book under "ENGINES-GASOLINE"

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New, modern-formula MUSTEROLE now contains the amazing pain reliever, GM-7 (glycol monosalicylate), plus stimulating oil of mustard; speeds deeper, warming "baked heat" comfort to minor pains of neuralgia, rheumatism, sore muscles. MUSTEROLE also quickly eases aches of colds, local congestion, aching back, strains. In 3 strengths: Regular, Extra Strong, Child's Mild. Save, buy large size tubes—today.



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Relieve Headache, Feverishness of Colds

Millions Choose
Fast-Acting

St. Joseph Aspirin speeds relief to millions daily without stomach upset. 100 tablets only 49¢. Get the best and get it for less, demand St. Joseph Aspirin.



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for man-sized leisure



Soft as a sunset
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Strikingly new! Pigskin in gay, vibrant Holiday Colors... gives a new freedom in men's leisure footwear. So soft 'n easy to wear, they belong with jackets, sport shirts and slacks. Enjoy a new footwear experience in this light-weight leather that's actually washable.

Styles from \$9.95

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dress • work • field • leisure
Rockford, Michigan

Schlitzness is adult refreshment

—OR WHY TODAY'S SCHLITZ IS
AMERICA'S BEST-SELLING BEER

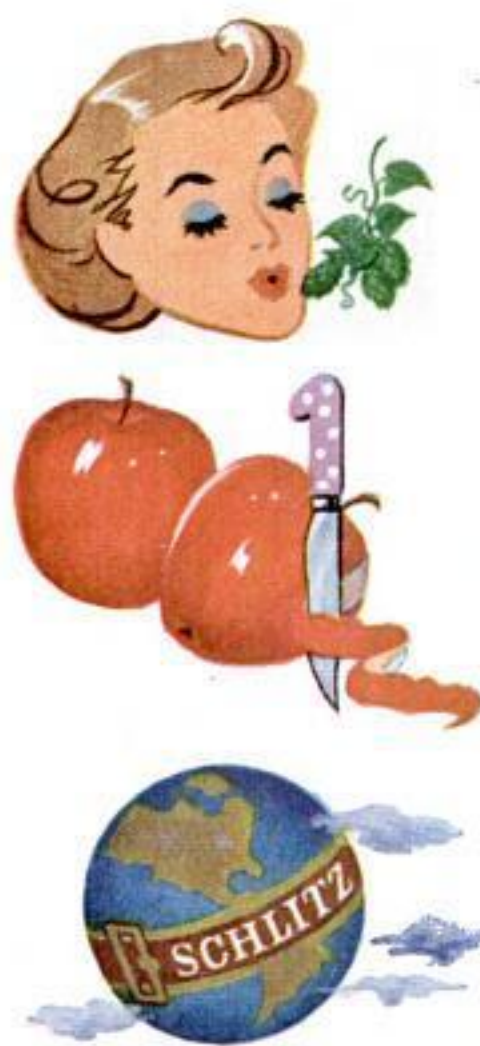
There's no brewing like Schlitzbrewing. Today's Schlitz starts with the most Schlitzworthy grains and malts. And here's what you get:

SCHLITZLIGHT . . . kiss of the hops. Never bitter. No aftertaste. Salt-free. No heaviness, even with meals. Schlitzlight, sits light. Refresh your leisure and your pause-time without feeling full.

SCHLITZKEPT . . . air-free. Like peeled fruit, beer loses flavor when exposed to air. So Schlitz is brewed air-free, air-sealed. Helps keep that fresh, Schlitzdraught taste in bottles and cans.

SCHLITZNESS . . . continuous quality. Your tavern keeper will tell you Schlitz is the most dependable beer brewed. That's why it's the world's best-seller. You pay so little more. You serve it so proudly.

That's Schlitzness. More than just beer—today's Schlitz is adult refreshment, paced to today's leisure—part of modern America's new pattern of living.



Be a Schlitzer... Be refreshed



© 1957 Jos. Schlitz Brewing Company
Milwaukee, Wis., Brooklyn, N.Y.,
Los Angeles, Cal., Kansas City, Mo.

Neighborhood

OR THE FUN BEGINS AT SCHLITZO'CLOCK



YOUR Schlitzthirst tells you—it's time to join with neighbors at your favorite tavern for an evening of good company and Schlitz. Take a Schlitzpause.

Today's Schlitz is adult refreshment. Paced to modern leisure. Sits light because it's Schlitzlight. You drink more of it without feeling full.

Schlitzalong to the place where light refreshing Schlitz is served. There you'll find fun and friends.

© 1957 Jos. Schlitz Brewing Company, Milwaukee, Wis.
Brooklyn, N.Y., Los Angeles, Cal., Kansas City, Mo.

Schlitzfest



SCHLITZLIGHT
... kiss of the hops



SCHLITZKEPT
... air free



SCHLITZNESS
... continuous quality



Be a Schlitzer... Be refreshed

Shake hands with your Schlitzsaler



A MAN IN YOUR COMMUNITY YOU SHOULD KNOW

Perhaps you know him already—as a neighbor or as a member of a civic organization in your city.

He may be the man who led the drive for the new hospital or the Community Chest, or sponsored the soft-ball team.

He is an independent business man. He owns his own business. He employs local people. Local salaries and local taxes from his business contribute regularly to your town and its payrolls.

This man is your Mr. Refreshment—

your Schlitzsaler—your local wholesaler who brings light refreshing Schlitz to your stores, your restaurants and taverns.

We are proud of our association with this man. He chooses us and we choose him. Each independent of the other—yet each contributing to the other's success—in free democratic association—we have helped him thrive in your town, and he has helped us make Schlitz America's best-selling beer.

Shake hands with your Schlitzsaler.



Be a Schlitzer... Be refreshed

© 1957 Jos. Schlitz Brewing Company, Milwaukee, Wis.,
Brooklyn, N.Y., Los Angeles, Cal., Kansas City, Mo.

LETTERS TO THE EDITORS



SKIING WITH PARACHUTE IN AUSTRIA

NEW SIGHTS ON SLOPES

Sirs:

After reading how U.S. ski resorts are making things like ski lifts available to beginners, thought LIFE readers might be interested in something I devised ("New Sightings on Slopes," LIFE, Feb. 18).

My parachute brake creates laughs wherever I've skied in the Austrian Tyrol, but believe me, it helps on some steep slopes. You can figure out how I got the idea, being a Pan Am pilot.

CHARLES H. KIMES

Kitzbühel, Tyrol
Austria

EARLY RETIREMENT

Sirs:

"Early Retirement" (LIFE, Feb. 18) is another job well done.

N. A. ROSSMAN

Orlando, Fla.

Sirs:

Each family went miles from their homes to retire. I retired in 1946, at 38, after a number of years of service as a lineman.

I stayed home, and believe me, the old home town with my many friends and neighbors makes retirement a pleasure.

JACK J. PEARSON

Norwich, N.Y.

Sirs:

Should the experienced minds of our middle-aged group of citizens be deleted from commerce and government, from where will come our future elder statesmen and business leaders?

CHARLES H. ROBERTS

Plymouth Meeting, Pa.

Sirs:

Although delighted to find my way of retiring pictured in LIFE, I should like to clarify a figure which might bring Uncle Sam's Revenooers down on me with fangs bared.

My little tennis club does have about \$8,000 left after local taxes, but this is before operating expenses. By the time we get through paying these, judging by the state of the bank account, the only net around this tennis club is on the tennis court.

JOEL BRECHEEN

Phoenix, Ariz.

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BIBLE CONCORDANCE

Sirs:

It is possible to be technically correct and still mislead your readers. LIFE states that Univac spent only 400 hours on the Concordance of the Revised Standard Version of the Bible ("Bible Labor of Years Is Done in 400 Hours," LIFE, Feb. 18). No hint is given as to how much total time was necessary for the Concordance.

WARREN J. HIMMELBERGER

Holliston, Mass.

● Counting preparation, it was 18 months.—ED.

DUKE AWAY, RUMORS PLAY

Sirs:

Re: "Duke Away, Rumors Play" (LIFE, Feb. 18). Mr. Low, the cartoonist, obviously is not too familiar with "the palace corgi dogs." This cartoon shows corgis with long tails. The palace corgis' tails are docked.

WYNN PEARCE

New York, N.Y.



LOW'S CORGIS



PALACE CORGIS

VOICES OF PEOPLE'S CAPITALISM

Sirs:

In "Voices of People's Capitalism" (LIFE, Feb. 18), Mr. Carroll L. Wilson's statement, "Only two centers of power remain in the world—the U.S. and the Soviet Union," seems to me unfortunate. We should encourage the thought that every nation, big and small, is a center of power as in our own states within our Union.

Perhaps one of our most important opportunities at the moment is for America to dramatize to the peoples of the world in every way that we consider the smallest and least powerful country to be just this—"a center of power"—with its own unique and important contributions to make within the family of nations and in a real sense equal to the most powerful.

FRANCIS H. GLAZEBROOK JR.

Swansea, Mass.

Sirs:

This editorial is merely a restatement of Truman's Point Four philosophy, the Marshall plan, the foreign policy of Acheson and Chester Bowles, and candidate Stevenson's pronouncements.

Voiced 10 years later by captains of industry, it suddenly becomes a new revelation from on high.

THOMAS J. MIGLAUTSCH

Oconomowoc, Wis.

Sirs:

Could it be that your editorial writer is not speaking to your atomic reporter?

In your editorial you quote Mr. Carroll L. Wilson and say he heads "the relatively obscure Metals & Controls Corp." although acknowledging that the company is a pioneer in building components for peacetime nuclear reactors.

But the writer of your lead story, "More Atomic Progress: A Report," said: "The Babcock & Wilcox plant near Lynchburg, Va. [is] the nation's first privately owned assembly plant for uranium elements used in commercial atomic reactors." This honor, I believe, properly belongs to Metals & Controls Corp. whose plant at Attleboro, Mass. was manufacturing nuclear fuel elements approximately two years before the Babcock & Wilcox plant was in operation.

RICHARD E. MURRAY

Boston, Mass.

● Metals & Controls became a privately owned plant in March 1956 and shipped its first commercial uranium fuel elements in October. Babcock & Wilcox opened its Virginia plant in May 1956 and delivered its first assemblies in July.—ED.

MORE ATOMIC PROGRESS: A REPORT

Sirs:

LIFE had a very interesting article about the atomic age's progress ("More Atomic Progress: A Report," LIFE, Feb. 18). There are many fine pictures in it.

But on page 30 you say a reactor is in Vallecitos, Calif. The reactor is in Pleasanton, Calif.

DARYL HALVERSON

Pleasanton, Calif.

● The name is Vallecitos Reactor but the address is Pleasanton.—ED.

SOME BOONS FOR BATHERS

Sirs:

I find your article, "Some Boons for Bathers" (LIFE, Feb. 18), in rather poor taste.

BOB GHELARDI

Notre Dame, Ind.

BLOWN-UP BUILDING

Sirs:

As distributors of those new buildings you inflate ("Blown-Up Building," LIFE, Feb. 18), I would like to deflate one statement you made.

LIFE said that the building pictured was the world's first. We claim the first—ours went up five days before the appliance dealer's. Here is a picture of it. We have sold one to Libya where an oil company uses it for storing drilling mud. A construction firm in South Carolina is using it for heavy equipment storage and now the Atomic Energy Commission wants one shipped to the Pacific where it may get blown up but good.

WILLIAM H. MACKKEY

CID Air Structures Co.
Chicago, Ill.

CHEF'S SPECIAL IN ATOM VESSEL

Sirs:

In "Chef's Special in Atom Vessel" (LIFE, Feb. 12) you mention that the *Seawolf's* cake is sponge. Yet it appears to be chocolate.

Never heard of a chocolate sponge cake.

MRS. GILDA FRIEDMAN

Baltimore, Md.

● It is chocolate sponge. Pastry Chef Eugene Griesshaber of New York's Hotel Biltmore, who tutored the *Seawolf's* cook, offers this recipe for two eight-inch cakes:

Mix 1½ cups of sugar with six whole eggs and four yolks at lukewarm temperature and beat briskly until light and lemon-colored. Add teaspoon of vanilla and a pinch of salt. Beat more slowly until batter is of mayonnaise consistency. Fold in two cups of flour sifted with ½ cup of cocoa powder, adding ¼ cup of melted butter and ½ cup of hot milk mixed together. Pour into greased and floured molds. Bake at 350° until cakes start to turn brown, then at 325° until the cakes spring back at the touch.

—ED.

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SPEAKING OF PICTURES



FROM ATOP A BUILDING ON LOWER MANHATTAN, THE 360° CAMERA PICKS UP THE BATTERY (LEFT) AND LOWER EAST RIVER. TURNING WEST AND NORTH, IT



IN THE SNOW, MEMBERS OF GIRL SCOUT TROOP 199 OF FAIR HAVEN, N.J. APPEAR TO FORM A STRAIGHT LINE, BUT CURVING SHADOWS POINTING ODDLY IN ALL



VIEW OF A BRIDGE GOING AND COMING IS PROVIDED BY CAMERA, PLANTED IN THE MIDDLE OF SPAN CONNECTING STATEN ISLAND AND PERTH AMBOY, N.J.

360° Camera Gets All

The desire of the sightseer to take in everything all around at once or of the motorist to see both where he is going and where he came from has found a unique solution through the camera which took these pictures. They were done with a 360° camera,

which not only scans the whole horizon but at the end of the roll repeats sights with which it began.

The camera was developed by Dr. Eugene Trachtman, an optometrist of Red Bank, N.J. who spent four years perfecting his idea. He began with an



SHOWS HARBOR (CENTER) WITH NEW JERSEY IN BACKGROUND, THEN HUDSON RIVER AND LOWER MANHATTAN BUILDINGS, REPEATING THOSE AT FAR LEFT



DIRECTIONS REVEAL THEY ARE REALLY IN A CIRCLE. GIRL AT LEFT REAPPEARS AT RIGHT. AT LEFT AND RIGHT IS PHOTOGRAPHER TRACHTMAN'S SHADOW



AT LEFT IS THE VIEW TOWARD NEW JERSEY; AT RIGHT, VIEW TO STATEN ISLAND. CAMERA'S TURNING DISTORTS BRIDGE'S STRAIGHT ROADWAY INTO CURVE

Scene and Then Some

ordinary 35-mm camera mounted on a turntable powered by a motor. As the camera rotates, with shutter open, gears draw the film past the lens. The speed of the film and of the camera's rotating are synchronized to obtain a sharp image instead of a big blur.

To keep himself out of the picture, Trachtman holds the camera above his head on a pole. For home showing of his films he has developed a 360° projector, now dreams of making a movie camera for films that can be projected to encircle an audience completely.

LAST CALL, AMERICA!

PRICE GOES UP
to \$59⁵⁰ on March 19



ONE MORE WEEK TO SAVE

during Sealy's 76th Anniversary Sale!

Hurry, hurry, hurry! This is a bargain you can't afford to miss! Imagine saving nearly \$20 on the regular price of a famous Sealy Natural Rest! It's button-free . . . no buttons, no bumps, no lumps (also available in button-tufted style)! Healthfully firm . . . handsome decorator designed cover . . . pre-built borders for non-sag edges. You can't buy a finer quality, more luxuriously comfortable mattress for the money! But hurry! Sealy's 76th Anniversary Sale ends March 18!

\$39⁹⁵
in U. S.
and Canada

MATCHING BOX SPRING \$39.95

© Sealy, Inc. 1957

Made by the makers of the \$79.50 *Sealy* POSTUREPEDIC®

Sealy, Inc., 666 N. Lake Shore Drive, Chicago

**DEEP-CLEANING POWER
...WITH A FEATHER TOUCH!**

The Glittering New
EUREKA
GOLDEN CROWN
Super Roto-Matic

**CLEANS YOUR HOME
5 WAYS EASIER!**



NEW RUG TOOL with easy-glide design. Cleans stair carpet. Full floating brush picks up lint, hair instantly.



NEW FLOOR-WALL BRUSH cleans bare floors, keeps walls dust-free. Not included in most cleaners.



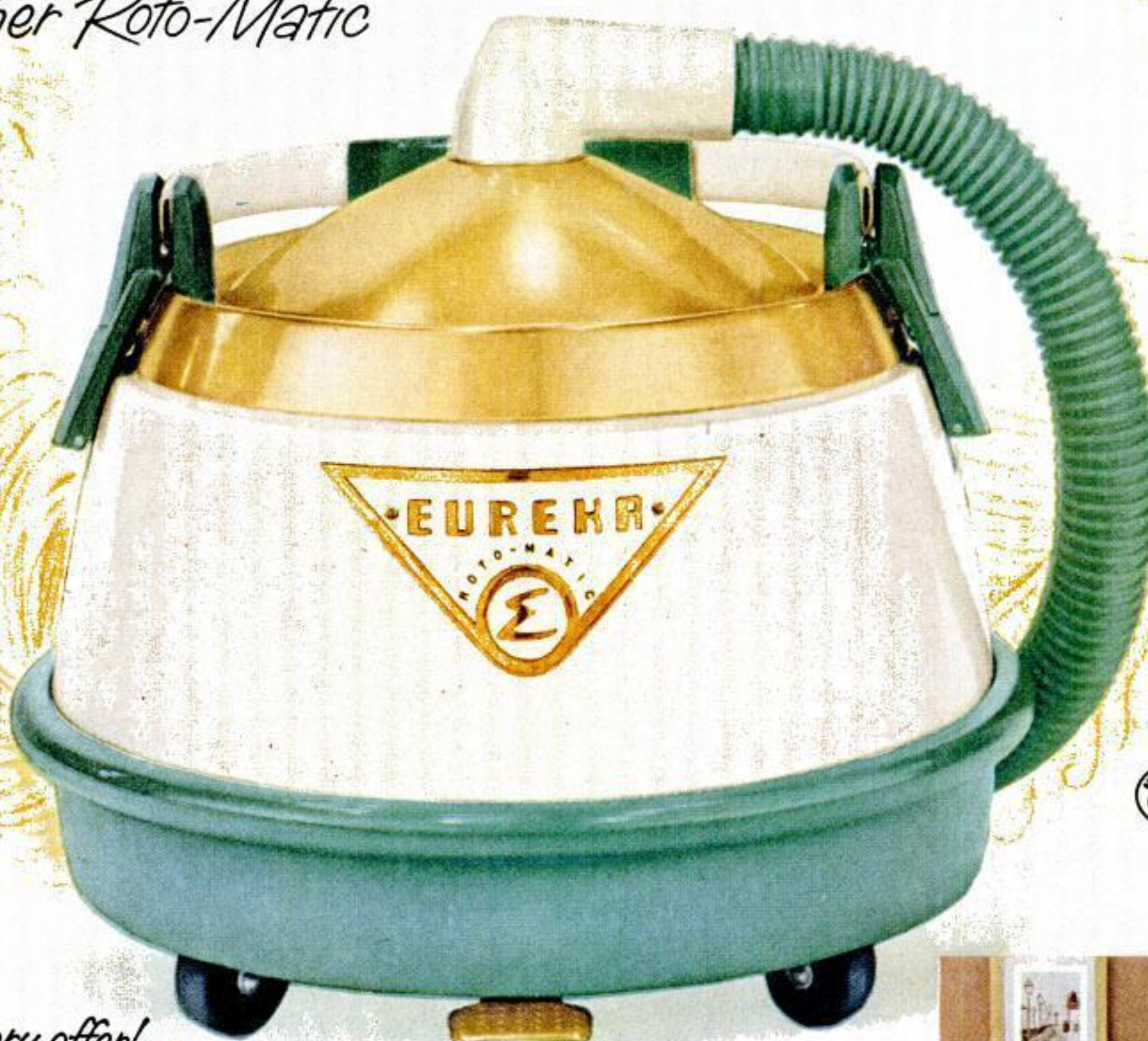
NEW UPHOLSTERY TOOL has special brush. Suction can be reduced for drapes and light fabrics.



NEW DUSTING BRUSH cleans hard surfaces. Long, soft bristles for furniture, books, blinds, etc.



NEW CREVICE TOOL cleans out corners and crevices in a jiffy. All vinyl. Doesn't scratch.



Introductory offer!

**SPECIAL TRADE-IN
ALLOWANCE**

- 10 days home trial
- Money-back guarantee
- Only \$1.25 per week after small deposit

**NEW SUPER ROTO-MATIC
MODEL 960**

ONLY \$69⁹⁵

Complete With New Tools
(Slightly higher in Canada)

POWER IN BEAUTY!

The new 1 H.P. motor and twin exhaust in this glittering new Eureka Golden Crown Super Roto-Matic produce the deep-cleaning power so necessary for all types of floor coverings. And its new easy-glide rug tool with "glider shoes" eliminates tiresome arm action—cleans quickly, thoroughly with a feather touch.

TOE SWITCH—AND QUIET!

You'll be amazed at its new quiet action. A touch of your toe turns the power on and off in this gleaming new beauty. No bending or hunting to find a hidden hand-switch.

ROLLS ON WHEELS! SO LIGHT!

No need to lift or carry! Rolls everywhere on 4 rubber swivel ball-bearing wheels. And it's so light, too. A slight pull on the flexible vinyl hose and your Eureka rolls and rolls!

NEW ADVANCED FEATURES!

New deluxe cleaning tools • New double-size throw-away dust bag • New flexible vinyl hose swivels in the radiant Golden Crown to permit all-over cleaning from one position.



**Sparkling New 1957
EUREKA AUTOMATIC**

Beats, Sweeps and Suction Cleans
Specially designed for easy, fast cleaning of large rugs and wall-to-wall carpet. Equipped with throw-away paper dust bag, brilliant head-light and many advanced new features. Rolls on wheels.

MODEL 260 ONLY \$89⁹⁵

Tools Available—Optional
(Slightly higher in Canada)



EUREKA WILLIAMS CORPORATION
BLOOMINGTON, ILLINOIS

In Canada: ONWARD MANUFACTURING CO., LTD., Kitchener, Ontario



“Picture of me – servicing



“SEE HOW I CIRCLE SERVICE YOUR CAR.

When you drive in for one of our great gasolines, notice how I move around it, clean the windshield and rear window, inspect your tires. I check your oil level, battery, radiator and other important spots under the hood.

They call me ‘Mr. Service’ because I’m a one-stop, car-care specialist—trained to give your car the care it deserves—to assure you safer, surer, trouble-free performance. Drive in and see me, your Texaco Dealer—the *best friend your car has ever had.*”

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COUNTRY**



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**THAT
CUSHIONY
FEELING**



“I lubricate your car’s chassis, not by chance *but by chart*, with Texaco *Marfak*. Your car will handle easier, ride quieter. You’ll enjoy that cushiony feeling for 1,000 miles or more!”

TEXACO

your car!"



REAL ENGINE PROTECTION



—with Havoline Special 10W-30, the *all-temperature* motor oil. It's *light* for instant cold starts, yet with *tough body* to bear up under intense engine heat. Saves you the trouble of thinking about seasonal grades."

EXPERT CHECK ON TRANSMISSION



"I take very special care of your automatic transmission. Proper level is maintained. Old fluid is replaced, with Texaco *Texamatic*—strictly according to your car maker's recommendations."

TEXACO'S GREAT GASOLINES



"You get top octane Sky Chief with *Petrox*, to give you all the knock-free power your engine, new or old, can deliver! Or—lively-powered, *regular-priced* Fire Chief. Both, 100% Climate Controlled!"

DEALERS

IN ALL 48 STATES

Texaco Products are also distributed in Canada, Latin America, and Africa.

UNE IN . . . METROPOLITAN OPERA radio broadcasts Saturday afternoons, ABC.

THE TEXAS COMPANY





Cary Middlecoff, GOLF CHAMPION, SAYS :

"Viceroy has the smoothest taste of all!"

Smooth!

From the finest tobacco grown, Viceroy selects only the Smooth Flavor Leaf. No other will do!



Extra Smooth!

Each Smooth Flavor Leaf is specially Deep-Cured, golden brown through and through, for extra smoothness!



Super Smooth!

Only Viceroy smooths each puff through 20,000 filters made from pure cellulose—soft, snow-white, natural!

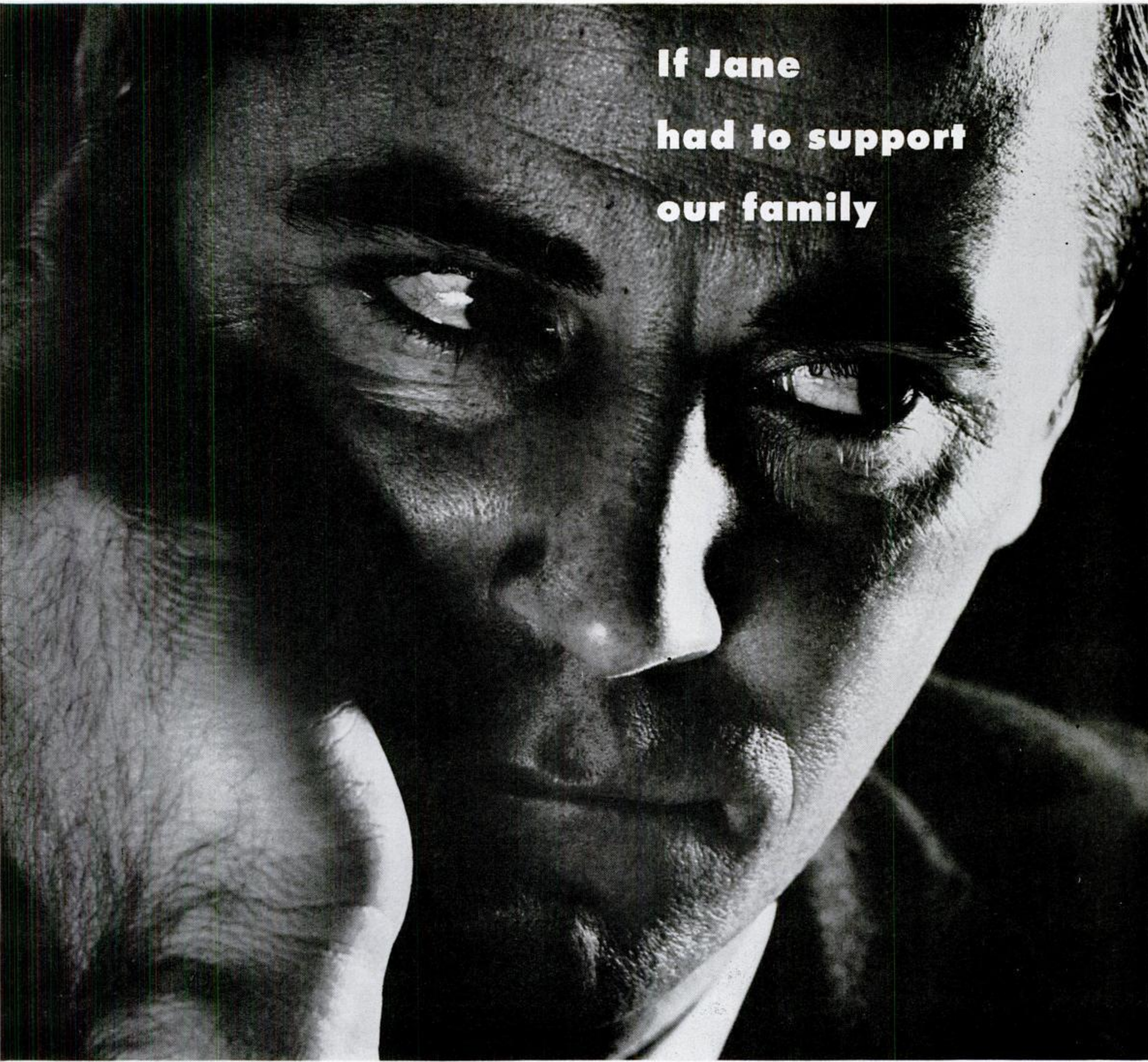


Cary Middlecoff

National Open Golf Champion, is a long-time Viceroy fan. Join Cary and the many other champion athletes who have changed to Viceroy . . . you'll agree, Viceroy has the smoothest taste of all!



©1957, Brown & Williamson Tobacco Corp.



**If Jane
had to support
our family**

Her monthly expenses would be . . . house, food, clothing \$450
Income from life insurance and Social Security would be.. 250
Difference.....\$200



Where will the extra \$200 come from? As a family man, you may recognize this stark problem as your own. Now—with the youngsters dependent on you—your responsibilities are at their peak. Yet the income you have available to pay for life insurance is limited.

For these difficult years, John Hancock

offers low-cost protection. For example, suppose you are age 30, your youngest child is 7. If you're not here, your family will receive \$10,000—then \$200 a month until the children are capable of self-support. The cost for this family income plan would run about \$5 a week. Your John Hancock representative can show how this plan would work for you. Mail coupon for more facts about how he can serve you.

John Hancock, Dept. L-2
200 Berkeley St., Boston 17, Mass.

Please *mail* me, without obligation, your new booklet, "What You Should Know Before You Buy Life Insurance." To protect my family, I can set aside ___\$2 a week; ___\$5 a week; ___\$10 a week; ___whatever is necessary.

Name _____ Age _____

Address _____

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



FEATHERED EARRINGS BY ELMAR

because *you* are the very air he breathes...

Aren't you glad you're a girl? Isn't it a *fabulous* feeling...to know he'd rather be close to *you* than anyone else in the wide, wide world? Don't let anything mar this moment. Double check your charm every day with VETO...the deodorant that drives away odor...dries away perspiration worries. (Remember, if you're nice-to-be-next-to... next to *nothing* is impossible!)



VETO is for you in more ways than one



Cream



Spray



Stick



or Mist

One touch of VETO
dries away perspiration worries!



OOPS! is registered on a pinball scoreboard as player causes a misplay by twisting machine. Senate committee is asking if there were misplays by Teamsters in Portland, Ore. where officials are said to have plotted to set up pinball monopoly and tried to take over local politics.

TEAMSTER UNION PROJECTS TURN UP A TILT OR TWO SENATORS HEAR TALES OF SCANDAL

The flashing sign "tilt," which in a pinball game indicates a misplay, is familiar to all Americans muscular enough to exercise body english. And in Washington last week, where the Senate's Select Committee on Labor and Management Practices was investigating "improper activities" by high-ranking officials of the International Brotherhood of Teamsters, the tilt light was flashing frantically. Long noted for its leadership's aggressive tactics and profitable enterprise, the union found the extracurricular activities of some Teamster officials under embarrassingly close scrutiny. These included an attempted pinball machine monopoly, an adventure into the establishment of houses of prostitution and the use of union influence and money to take over law enforcement—from the office of the district attorney to the governor's chair.

The unlikely focal point of the Senate committee's investigation was the staid city of Portland, Ore., which takes gentle pride in its roses. Last

year two enterprising reporters on the *Oregonian* detected a more gamy odor in their city. Their series of articles charging Teamster-sponsored corruption in Multnomah County brought forth a blizzard of indictments—the district attorney himself is awaiting trial on three counts.

The stench of Oregon's scandals spread far beyond the Northwest. The Senate, which had previously been very reticent about probing labor, was prodded into a critical look not only at the Teamsters but at other unions as well.

A schism in the labor movement itself had opened in January, when Dave Beck, perhaps mindful of the upcoming hearings, cast the only vote at the A.F.L.-C.I.O. Executive Council meeting in Miami against a decree ordering union officials not to plead the Fifth Amendment. Then Beck's control of his far-flung union enterprises was itself threatened by the wryly Runyonesque revelations of Racketeer James Elkins (*next page*).

INVESTIGATORS in Washington hearing evidence on reported Teamster attempts to get into Portland rackets are, from left: Senators Pat McNamara, Barry Goldwater, John McClellan (chairman), Counsel Robert Kennedy, Senators Karl Mundt and Joseph McCarthy.

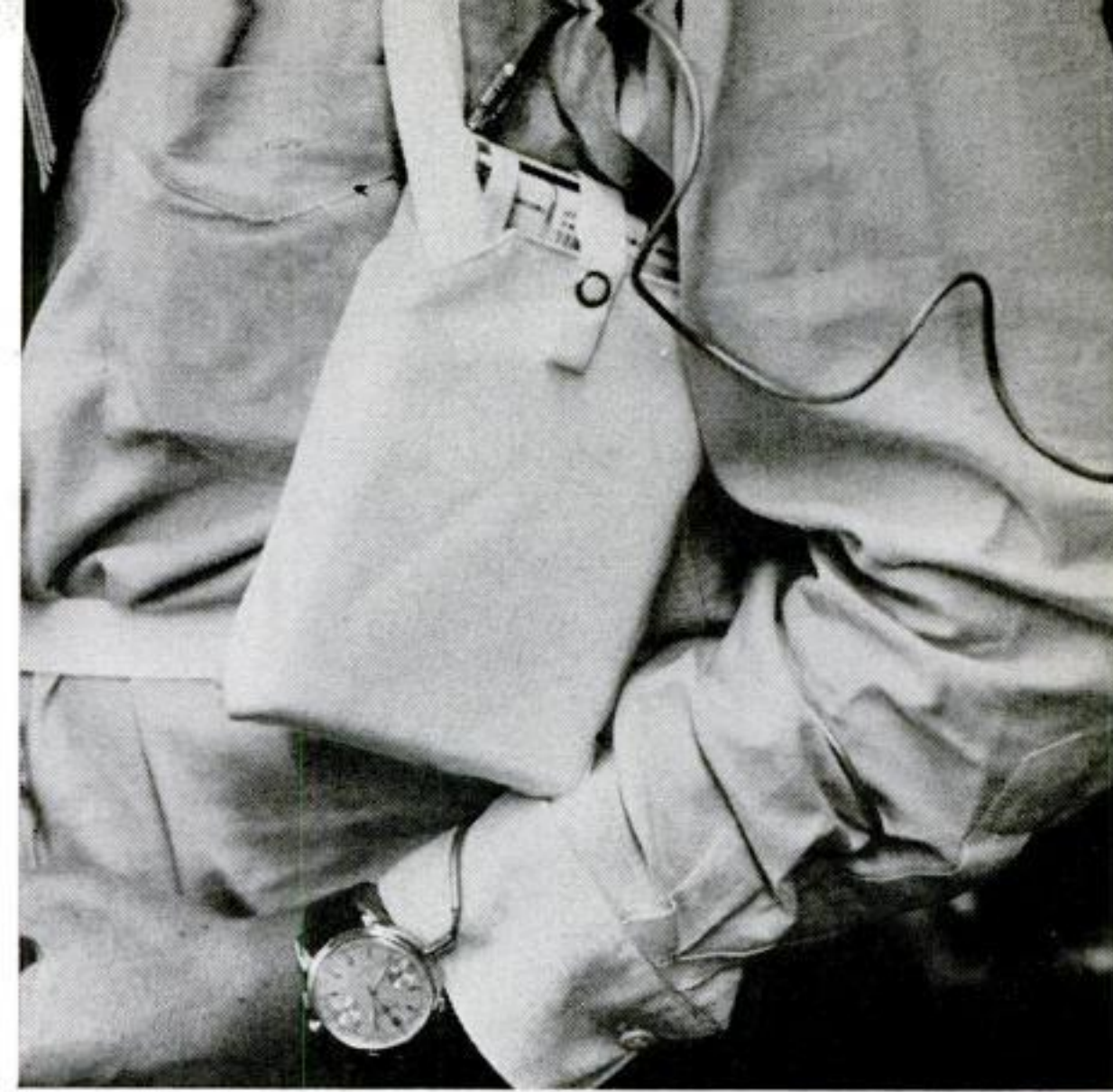






EXPOSERS OF SCANDAL were Reporters Bill Lambert (left) and Wally Turner, of Portland *Oregonian*, who found that James Elkins had tapes linking the

district attorney with Teamsters and racketeers. They used tapes as the basis for series of stories, later made them available to the Senate committee.



HIDDEN RECORDER, here being demonstrated, was worn by Elkins under coat while secretly taking down conversations with Teamster representatives.

A GARRULOUS RACKETEER WHO BEGAN THE DISCLOSURES

James Elkins, 56, had been a racketeer in Portland, operating mainly gambling and bootlegging joints. At first he had welcomed the help offered by the Teamsters' agents when they appeared on his home grounds. Then, outraged by their self-aggrandizing tactics and prodded by the *Oregonian*, he squealed. Before the Senate committee he was by far the most articulate member of the cast of witnesses. And he gave Counsel Robert Kennedy, brother of the Massachusetts senator, a splendidly laconic account of his own previous brushes with the law. They started in Aberdeen, Wash.:

KENNEDY: Did you get into difficulty there?

ELKINS: Yes, I did.

KENNEDY: What was your difficulty?

ELKINS: Making moonshine.

KENNEDY: Were you in any difficulty in Arizona?

ELKINS: Yes, sir, I was. . . . I got 20 to 30 years in 1931 for assault with intent to kill.

KENNEDY: Assault with intent to kill?

ELKINS: I believe that is the way it read.

KENNEDY: You had been in partnership with a policeman at that time, is that right?

ELKINS: Well, let's say I was cutting a little money.

KENNEDY: And then you had a plan with

him [the policeman] to move into a place, and as you came in he started to shoot you, is that right?

ELKINS: Well, I believe he was going to shoot the boy that was with me, but I shot back.

KENNEDY: Did you hit him?

ELKINS: Not bad, no.

KENNEDY: And did you have some difficulty with the law in the state of Oregon?

ELKINS: I did, yes, sir.

KENNEDY: What was that in connection with?

ELKINS: I picked up a package at the American Express office for a friend and I got 15 months in San Francisco for possession of narcotics.

KENNEDY: And that was in what year?

ELKINS: 1938.

KENNEDY: And you served your year then?

ELKINS: That is correct.

KENNEDY: A year and a day. Then did you have any difficulty after that?

ELKINS: Not after that. I had more difficulty before that, though.

KENNEDY: Approximately how many difficulties?

ELKINS: Well, I don't believe I could say exactly. . . . A few, four or five.

KENNEDY: Then in the state of Oregon, did you have some other difficulty?

ELKINS: Yes. I went to pick up two slot machines and got shot doing it.

KENNEDY: You picked up the slot machines and started to put them in the car?

ELKINS: That is right.

KENNEDY: Will you relate what happened after that?

ELKINS: Well, there were several people standing there on the porch watching us and one of them hollered at me something that attracted my attention and I looked around and he was hitting at me with a gun, and I turned around and hit him. He was bootlegging, too, and he had a 15-year-old boy with an old rusty Luger pointing at me. He started shooting about that time and shot me through the side. I am telling the boy that is driving the car "Let's get away from here," and he said "He has that thing pointed at me," and I said "It is darn funny. He is pointing at you and he is hitting me."

Once his own shady past was spread upon the record Elkins proceeded with the same candor and detail to testify as to the activities of the union in Portland—a story that was to prove very embarrassing to a mixed passel of Teamsters and Oregon politicians (next page).



RACKET HEADQUARTERS for Elkins' activities was this store in Portland, Ore. From here he conducted afterhours pinball and gambling operations.



RELUCTANT MADAM, Ann Thompson, testified she had been sent from Seattle to discuss organizing prostitution with Elkins, who turned her down.

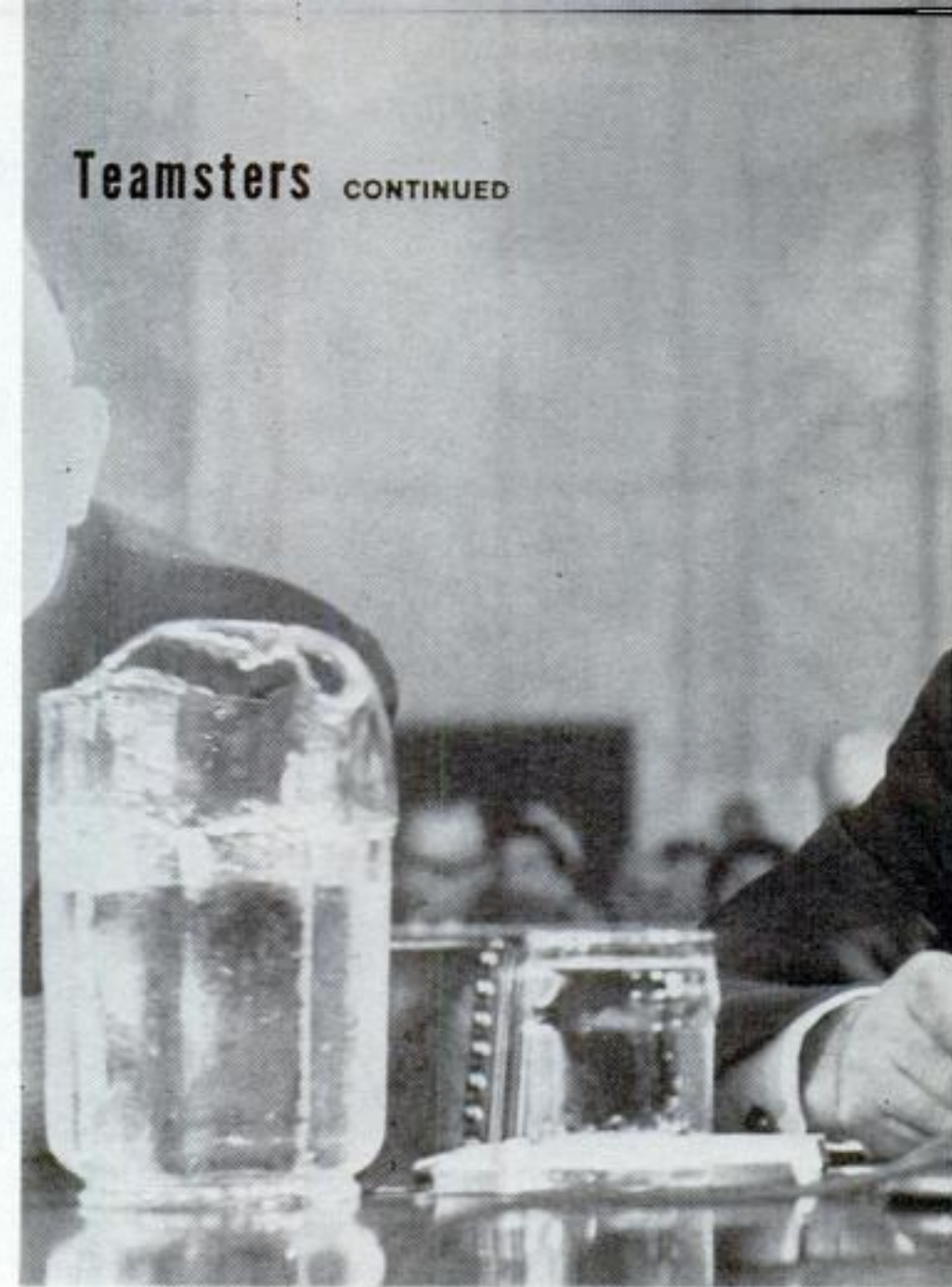


RAIDED HOME of Elkins' confederate was the hiding place for incriminating tapes. District attorney led sheriff there in hopes of seizing evidence.



TUBBY TEAMSTER, Frank Malloy, takes oath before committee. Testimony indicates he worked in Portland as a strong-arm man to organize picketers to force cafe operators to use union-okayed pinball

machines by cutting off their beer and food deliveries. Under extortion indictment in Oregon, he repeatedly pleaded the Fifth Amendment and refused to talk about his connections with local politicians.



BOOKIE AT BAY, Joseph McLaughlin, a friend of Maloney (right), listens warily to Senate question.

TESTIMONY FROM

The colorful but glum gallery turned up by Elkins' testimony did not entirely reflect the full importance of the Portland story. The only man who could—if he would—tell it was Frank Brewster (below left), who is head of the Western Conference of Teamsters. Under Dave Beck in the Pacific Northwest, the Teamsters had grown into one of the most powerful unions in the U.S. A major Teamster strike could close down ports and cut off supplies all over America. And in the Northwest, where this enormous power was first felt, Frank Brewster is boss.

According to Elkins' testimony the Teamsters' invasion of Portland's rackets was undertaken by Tom Maloney (right) reportedly representing Teamster headquarters in Seattle. Elkins said Maloney first fixed things up, for a price, so that Elkins' pinball machines would be given union stickers. Once this was done, local Teamsters were persuaded by their officials



BOSS TEAMSTER, Frank Brewster, shown here at earlier meeting of Senate committee, challenged the authority of the senators to question him, and then was cited for contempt. Brewster was expected to appear before the McClellan group this week for questioning about his union's activities in the Portland rackets.

A PROSECUTOR, A GOVERNOR, A FORMER



INDICTED D.A., William Langley, is accused of having agreed to provide gamblers and bootleggers with a tip-off service before all raids by the sheriff's office.



FORMER GOVERNOR Paul Patterson died last year. Though there is no direct evidence Maloney is said to have referred to him as "our pigeon."



McLaughlin was indicted for conspiring with district attorney to promote gambling and bootlegging.

A GLUM GALLERY

to support William Langley (*second from left, below*) in his campaign for district attorney. After Langley, who formerly had been a partner of Elkins, was elected, both the gamblers and the Teamsters quite literally had a friend at court.

Maloney and his friends then started to cut the local operators out entirely and Elkins tried to persuade Brewster to call him back to Seattle. Brewster's reply, according to Elkins: "I make mayors and I break mayors. I make police chiefs and I break police chiefs. Nothing scares me. If you embarrass my boys, you'll find yourself walking across Lake Washington with concrete boots on."

As the hearing progressed there were signs that the mighty Teamsters were badly stung. There was an emergency protest meeting in San Francisco (*bottom right*) and the Portland crisis might have a bearing in the vicious struggle for power in the union's hierarchy (*next page*).



FAT FIXER, Tom Maloney, awaits call to testify in Senate hearing room. Maloney took Fifth Amendment to most questions but Elkins and union records attested to his Teamster connections. Maloney

was purportedly contact man sent from Teamster headquarters to move into Portland. Referring to Maloney, another witness told Teamster leader, "get that gorilla back to Seattle and back into his cage."

COMMISSIONER AND A CITY COUNCILMAN



LOCAL BOSS of Teamsters, Clyde Crosby, was fired from a job he held on a special recreation commission. He is scheduled to testify this week.



COUNCILMAN Stanley Earl told the committee that Crosby (*left*) had tried to force him to vote for a city ordinance to legalize the operation of pinball machines.



EMERGENCY MEETING was called in San Francisco by West Coast Teamster chiefs. Shown here, guard (*left*) is checking members coming into the closed session in which high-ranking officials called for united action to stop "antiunion" attacks. "The Teamster unions will not be destroyed in a day," meeting was told.



BECK INTERESTS in Seattle include 18-story apartment building (rear). He sold the block in center at large profit. On right are local Teamster headquarters.

Teamsters CONTINUED



HAPPY HOFFA has police record which Jimmy says is "maybe as long as your arm," but he emerged triumphant from an earlier congressional investigation.

BAD DAYS FOR DAVE BECK

As the first days of testimony were being taken, the Teamsters' president Dave Beck was still flitting tantalizingly out of subpoena's reach in Europe. Under Beck, who became national president in 1952, the Teamsters had reached a peak membership of 1.3 million and accumulated a \$30 million treasury. As the union flourished so had Beck. Its grateful members had bought and provided him with a palatial home in Seattle. His own investments in real estate and private business have made him independently wealthy. (Last year he sold properties worth \$900,000.)

But as Dave Beck has grown older, two men have sought eagerly to succeed him. One was Beck's own successor and protégé in the Northwest, Frank Brewster (page 34). The other was Jimmy Hoffa, the fast-rising boss of the Teamsters Central States Conference. Though Hoffa has often been the target for accusations he has never been stuck with a major scandal. With Brewster involved by the Senate committee testimony Hoffa could afford to smile—he was obviously the man to beat for the Teamsters' presidency in the union election coming up next September.



BECK'S HOME on Seattle's Lake Washington cost him about \$100,000 to build. The Teamsters bought it from him for \$163,000, then gave him the use of the house, cost- and tax-free, for life. Union also paid a reported \$90,000 to him for the furnishings. The house features an elaborate toy railroad in the backyard.

SIGHTSEEING IN EUROPE while the Senate probes his subordinates, Dave Beck pauses at Vienna State Opera House during his extended vacation. Prime purpose of his trip, he says, is to explore ways for the Teamsters to aid Hungarian refugees. He says investigators had time to subpoena him before he left.





VISITING IKE, Premier Guy Mollet leaves White House. He came to the U.S. to recement Franco-American ties which were shaken by Suez action.



IN THE U.N., FOREIGN MINISTER MEIR DRAMATICALLY ANNOUNCES AGREEMENT TO WITHDRAW TROOPS

ISRAEL SAYS IT WILL GET OUT

But a Mideast solution is delayed by suspicions on both sides

When Israel's Foreign Minister Golda Meir (*above*) announced her country's decision to abide by the U.N.'s wishes last Friday, hope rose for real progress in the muddled Middle East. She said that Israel would promptly withdraw its troops from the Gulf of Aqaba and the Gaza Strip—to be replaced by U.N. forces.

Israel's action followed long negotiations between Secretary Dulles and Ambassador Abba Eban. But a final boost came from Israel's main supporter, France. While France's Premier Guy Mollet visited Eisenhower, her foreign minister, Christian Pineau, in talks with

Dulles, came out for Israel's withdrawal from Egypt. It was not yet clear whether Israel's gesture would meet with corresponding Arab goodwill (*see Editorial*). Arab leaders—Nasser and President Kuwatly of Syria, who have accepted Russian aid; King Saud, just back from a friendly trip to the U.S., and weak Jordan's young King Hussein—met at a "summit" conference in Cairo (*below*). They issued a vague communiqué saying nothing of their intentions. At week's end Israeli intentions, too, were clouded as extremists protested Premier Ben-Gurion's policy of going along with the U.N.

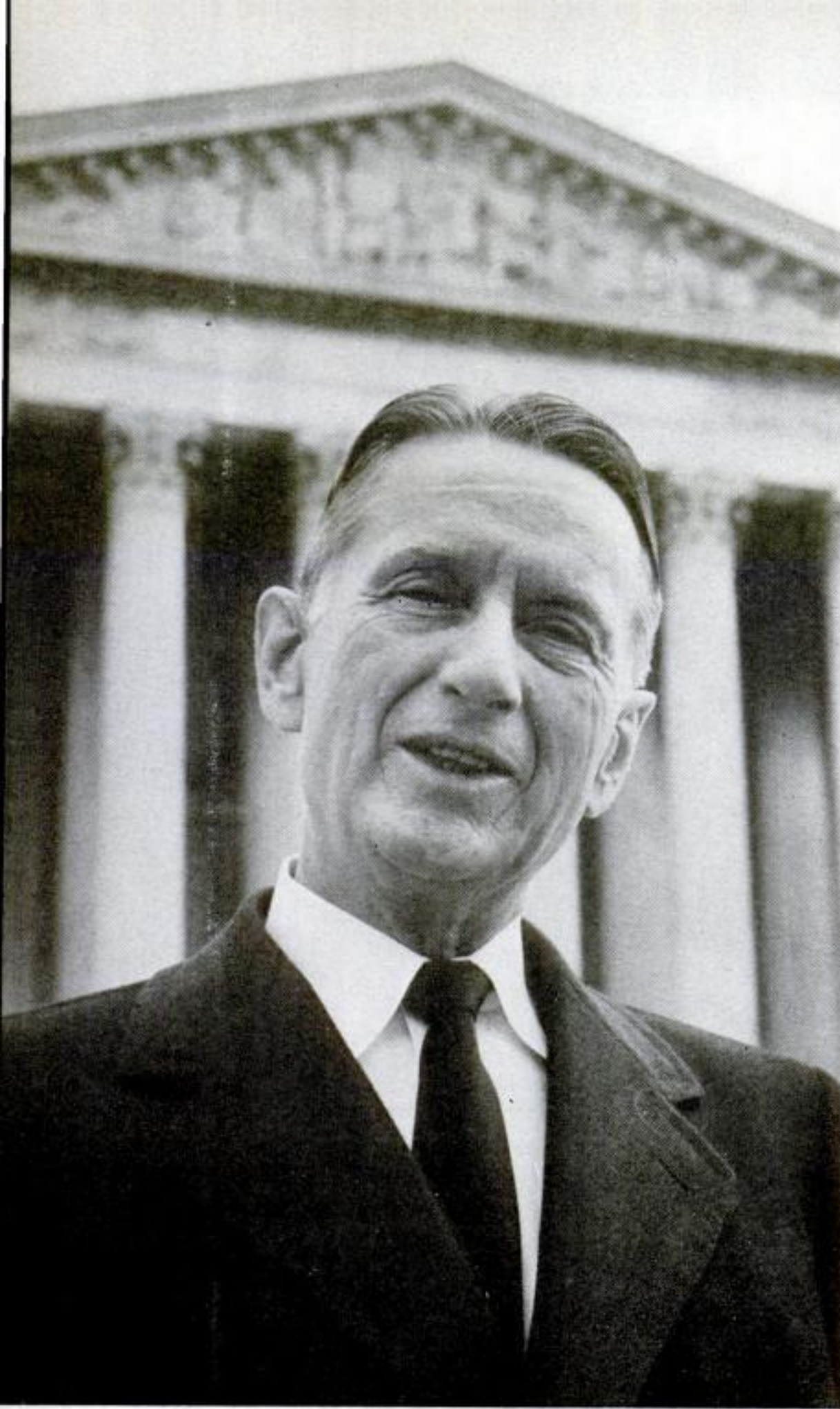


THANKING DAG, U.S. Ambassador Henry Cabot Lodge turns to U.N. Secretary General Hammarskjöld (*left*) and praises him. Next to Hammarskjöld are Prince Wan of Thailand, Assembly president, Andrew Cordier, Hammarskjöld's aide.



ARAB LEADERS meet at Cairo "summit" conference. From left they are President Kuwatly of Syria, King Hussein of Jordan, King Saud of Saudi Arabia, Egypt's Nasser. They agreed to maintain "positive neutrality" in the cold war.





COURT NOMINEE REVEALED

In Washington a man with a pair of judicial names, Charles Evans Whittaker, was nominated for the U.S. Supreme Court. Whittaker, no relation to former Chief Justice Charles Evans Hughes, is a 56-year-old former trial lawyer from Kansas City, Mo. who was appointed to U.S. Circuit Court last year. A scholarly man, he sums up his career: "My hobby is the law."



COURT NOMINEE QUERIED

In a Senate hearing on his nomination to the Supreme Court, Justice William Brennan patiently endured questioning by Senator Joseph McCarthy. McCarthy said he was hostile to congressional probes of Communism. But Brennan was expected to be confirmed by the Senate.

A LOOK AT THE WORLD'S WEEK



NEW CABINET FOR A NEW PREMIER IN JAPAN

In Tokyo the new premier, Nobusuke Kishi (*front row, center*), believed to be more conservative and more pro-American than his predecessor, formed his cabinet and stood with them for an official portrait. When Kishi succeeded the ailing Tanzan Ishibashi on Feb. 25,

the Ishibashi cabinet resigned. But Kishi, who was elected premier by a heavy majority of the Diet, took back the whole cabinet. He added Mitsujiro Ishii (*front row, left*) as minister without portfolio. Kishi will hold the important post of foreign minister as well as premier.



NEW CABINET FOR A NEW NATION

In Africa the cabinet of a new nation sat for its first portrait in colorful togas. The nation was Ghana, a member of the British Commonwealth, formed by fusing the colonies of the Gold Coast and Togoland. To celebrate Ghana's independence this week representatives of 69 countries, including Vice President Richard Nixon, would arrive in its capital, Accra. The nation's first cabinet included: (*seated, left to right*) A. E. Inkumsah, housing; Kojo Botsio, trade and labor; Dr. Kwame Nkrumah, the prime minister; K. A. Gbedemah, finance; A. Casely-Hayford, communications.

NEW CABINET FOR AN OLD REGIME

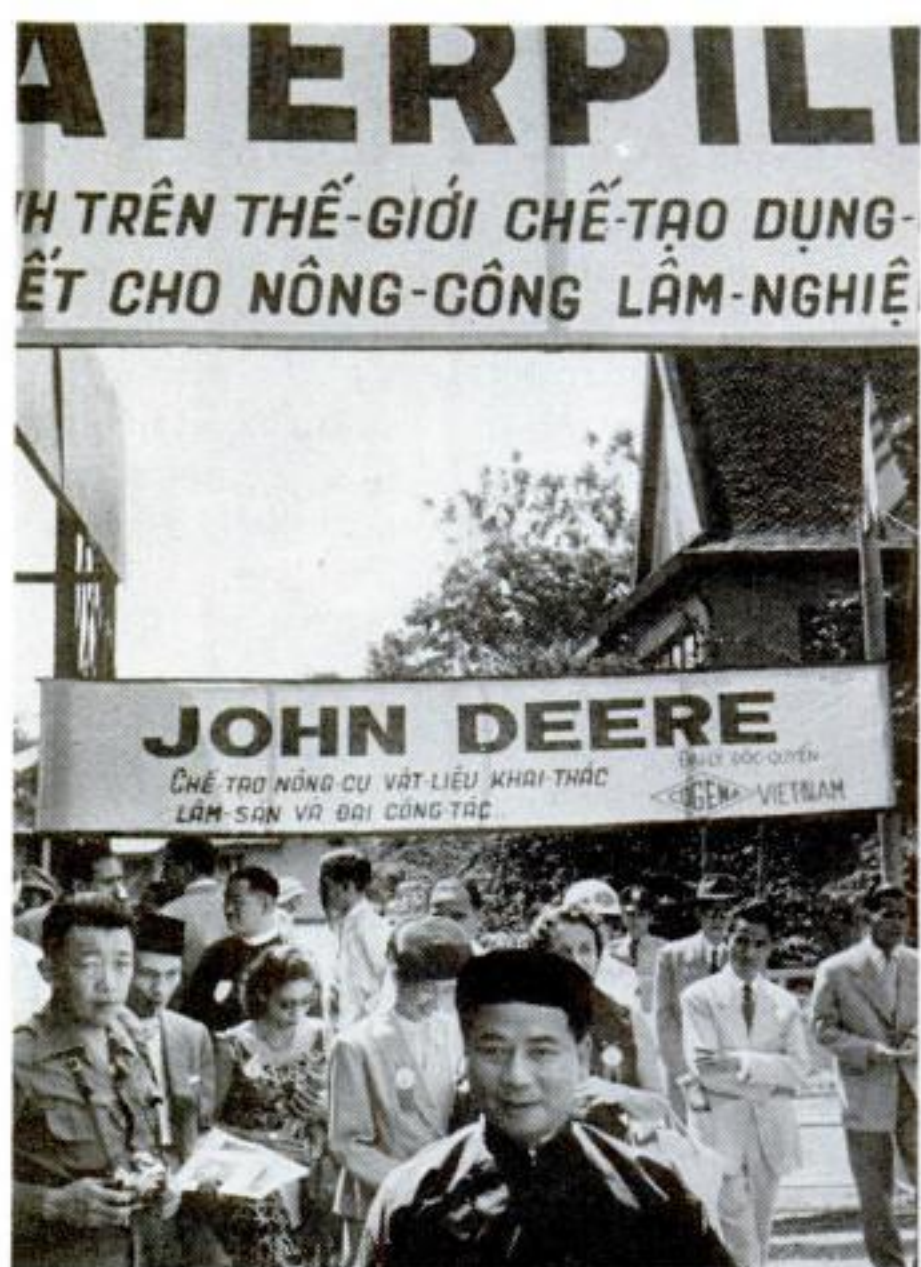
Generalissimo Francisco Franco shook up his cabinet and then presented a new lineup of ministers for the first time in six years. The changes were designed to offset discontent caused by Spain's ailing economy and perhaps to prepare the way eventually for restoration of the monarchy. Included in the new cabinet are: Foreign Minister Fernando Castiella (*sixth from right*); Jose Solis Ruiz (*second from right*), secretary general of the Falange, Spain's only party; and Pedro Gual Villalbi (*extreme right*), who will head the government's special economic planning group.



PRESIDENT IS TARGET, MINISTER THE VICTIM OF WOULD-BE ASSASSIN

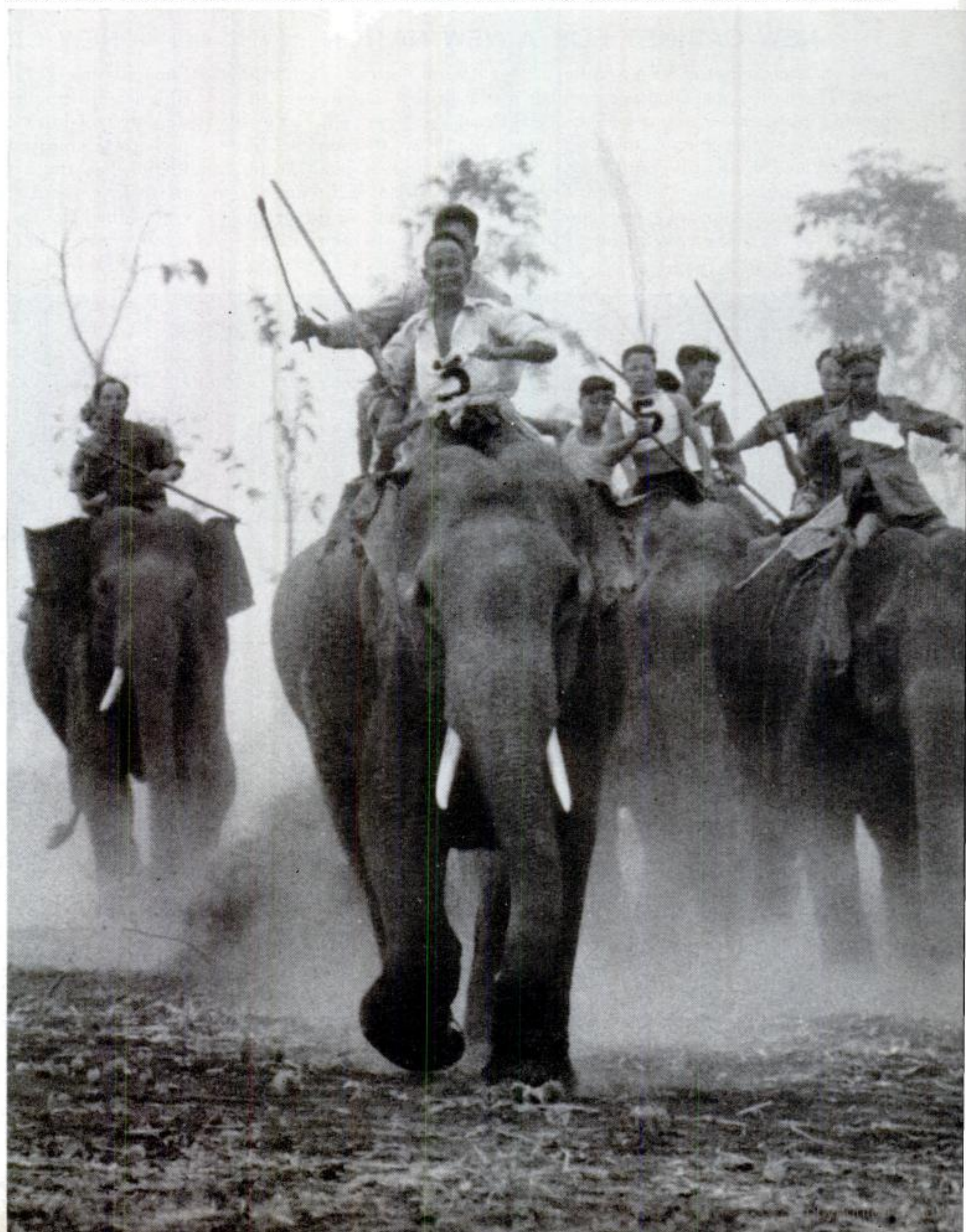


VIETNAM PRESIDENT DIEM STARTS TO CUT CEREMONIAL TAPE (LEFT). MOMENTS LATER SHOT FELS LAND REFORM MINISTER DO VAN CONG (CENTER), AND,



MODERN MACHINERY, such as caterpillar tractors from U.S., is viewed by Diem (center) at fair.

RACING ELEPHANTS GALUMPH TOWARD THE FINISH LINE AT FAIR. SUCH RACES, RARE IN VIETNAM, ARE



ANCIENT DANCES, such as Vietnamese saber ritual, entertained crowds during the fair's 10 days.

AN ACT OF VIOLENCE OPENS VIETNAM FAIR

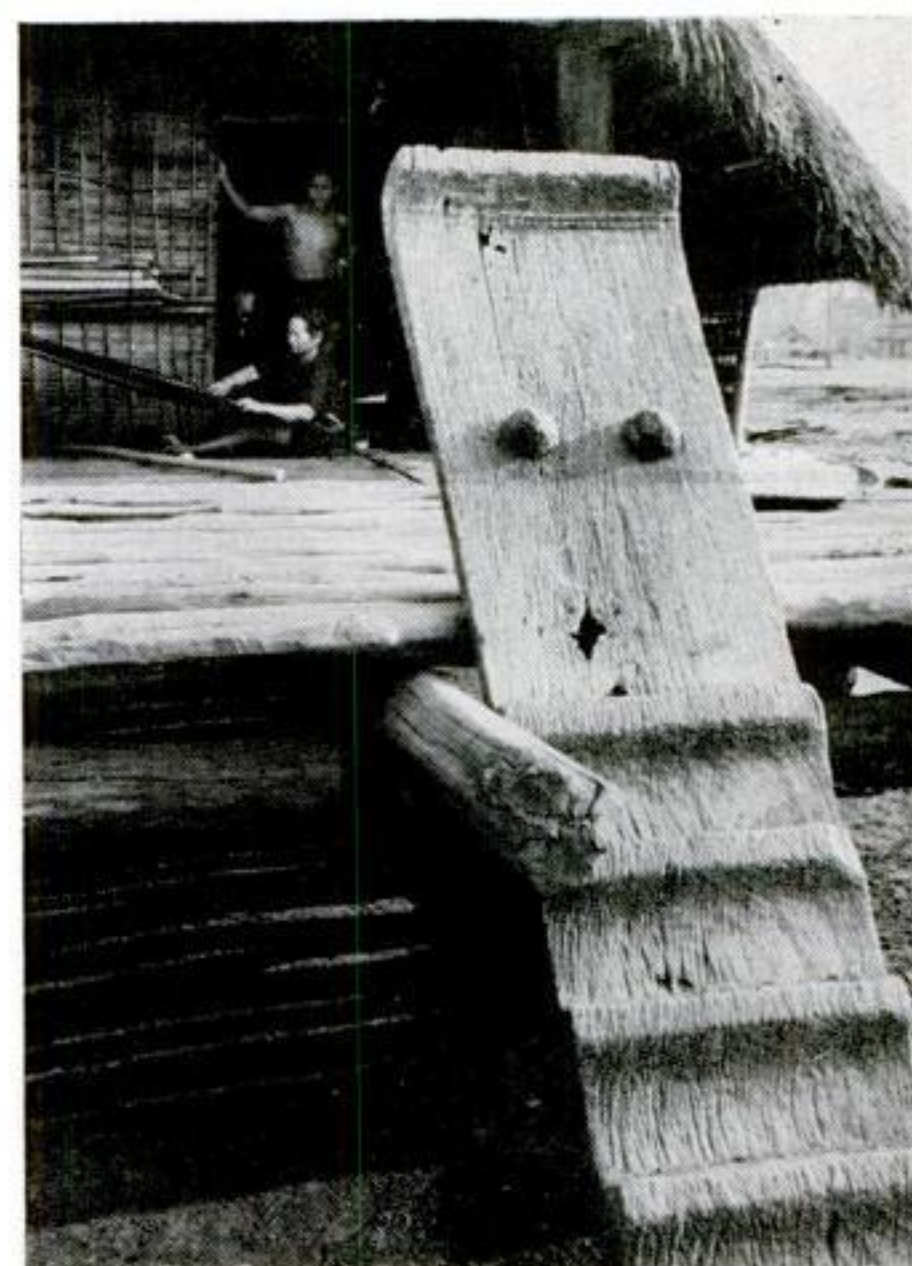


ALMOST IMMEDIATELY, THE FRIGHTENED ASSASSIN IS GRABBED BY POLICE

RESERVED FOR SPECIAL OCCASIONS. THIS WAS THE FIRST BIG ONE HELD SINCE DIEM TOOK OVER IN 1955

President Ngo Dinh Diem, who against all expectations has fought off Communist influence and put his Republic of Vietnam firmly on its feet, came to the city of Banmethuot to open a big agricultural fair. When he cut the inaugural ribbon, a young man shouted, "Death to the enemy," waved a pistol and fired. At Diem's side Land Reform Minister Do Van Cong fell. Police quickly grabbed and removed the gunman and Diem imperturbably began his inaugural speech. The would-be assassin, thought to be a Communist from the north, was carried to jail. The minister, not badly wounded, was flown to Saigon. The noise of the crowd had drowned the sound of the shot and only a few realized there had been one.

Attacks, open and covert, from his Communist neighbors in North Vietnam are a constant threat to the leader of the young republic, but he has many other problems to face. The fair, and his presence at it, was an effort to stimulate his backward land's economy and open a region he calls a "forgotten jewel of the nation." Banmethuot is in the country's high central plateau which is underpopulated because the delta natives have long regarded it as sinister and unhealthy. Yet the plateau is rich in fertile soil, game-filled forests and potential hydroelectric power. At the fair lowlander mingled with highlander to enjoy ten days of elephant and scooter racing, singing and dancing, to look at the modern agricultural machinery and to learn the advantages of a new land and new ways.



FERTILITY SYMBOL representing woman's breasts decorates ladder leading to native hut at the fair.



RACING SCOOTERS thunder through dust. Big race began in Saigon, 215 miles away, took 10 hours.

AFTER ISRAEL, EGYPT MUST OBEY

Israel was wise in promising the United Nations to evacuate all captured Egyptian territory; it will do well to stand by that promise and execute it promptly. When it does so Israel will show its good faith in complying with the U.N.'s standard of international morality. Equally important, by purging itself of lawbreaking in U.N. eyes, Israel will shift the spotlight of moral censure to the chief remaining lawbreaker, Egypt's Gamal Nasser.

As long as Israel clings to an inch of Egyptian territory, Nasser can pose as the self-righteous victim of injustice, can plausibly justify continuing to block the Suez Canal, can act irresponsibly—without being held clearly accountable. Egypt has long been in defiance of the U.N. For five years it has flouted the Security Council resolution for Israel to have free passage through the Suez. Although Egypt signed the 1949 armistice with Israel, it has asserted "belligerent rights" to block Israel's access to the international waters of the Aqaba Gulf; it has even fired on American and British ships inbound to Israel's Red Sea port of Elath. In pressuring Israel, President Eisenhower took cognizance of Egypt's long-standing offenses. When Israel purges itself it will be all the more imperative that the U.N. obtain equal compliance from Egypt. The U.S. especially, having exerted such heavy moral suasion on Israel, has the double duty to use equal vigor in requiring Egypt also to purge itself of its contempt of world opinion.

Senator Fulbright claims that Dulles himself created the power vacuum in the Middle East which he is now trying to fill. Obviously the U.N., supported merely by a "let Dag do

it" attitude by the U.S., cannot fill this vacuum. Eisenhower and Dulles in their recent acts have indicated that they want to fill it with an active U.S. policy for the Middle East. Now is no time for a pause in this new activity. There is more work to do, viz.:

- Complete the clearing of the Suez, which Nasser has been blocking by various stalling subterfuges. This should be the less difficult since Nasser is already under pressure from his own people in Port Said who, deprived of canal traffic, are in economic distress.

- Insure that the U.N. Emergency Force does not leave Gaza and the Aqaba Gulf until Egypt has complied with U.N. resolutions by admitting Israeli ships to the Suez and to the gulf.

- Negotiate a users' contract for the Suez which, preserving Egyptian sovereignty, provides international safeguards for permanent and free access by all nations on equal terms.

- Throw all possible U.S. support to the tranquilization of the Arab-Israeli conflict, with a view to the ultimate negotiation of a genuine peace. Meanwhile, a UNEF to police the borders.

As soon as the spotlight of U.N. moral pressure glares upon Egypt rather than Israel, the time has come for Nasser to prove himself or hang himself, to rise to statesmanship or fall irretrievably into self-destructive folly. He will have the chance to win Egypt a place in the society of law-abiding nations. What he does then will indicate whether Nasser is, as he claims, a free agent. If he is not, it will be high time to find out whose agent or prisoner he really is, and plan accordingly.

GREEN TUNNEL vs. BILLBOARD JUNGLE

I think that I shall never see
A billboard lovely as a tree.
Indeed, unless the billboards fall
I'll never see a tree at all.

—Ogden Nash

A movement to ban advertising billboards on the new \$33 billion, 41,000-mile national highway network is gaining powerful momentum. One of its leading voices is New York's fiery-tempered Park Commissioner Robert Moses, who helped get billboards banned on New York State's new Thruway. "Unless we are suspicious, farsighted, civic-minded and unselfish," wrote Moses in *Harper's* recently, and "unless we promptly tell our legislators and administrators what we want done . . . we face the prospect of speedways built in gasoline gullies, obliterating scenery and confined between continuous rows of offensive advertising . . . put up by devilishly ingenious promoters whose purpose is to exploit a captive audience. They expect to cash in handsomely on great public works to which they have made no special contribution and for which we owe them nothing."

The prophet Moses quickly found a disciple. Oregon's junior senator, Richard L. Neuberger, introduced a bill which would ban billboards wherever the interstate system crosses federal lands. The Senate bill would also authorize the U.S. government to pay 90% of the cost for buying up the advertising rights on highways where the states are willing to join in such a project. Senator Neuberger waxed almost poetic in the argument he made for his bill: "Mr. President, America's highways could be scenic corridors through the beauty and variety of our land, uninterrupted by unsightly billboards. But the tourist, instead of seeing a vista of green hills and white-foamed rivers, is pursued everywhere by blatant demands that he buy this or that chewing gum or some particular brand of soap or liquor or shoe polish."

Moses, not noted for temperate language, had prophesied that such a move would be met by "the Billboard Barons" with an "army of lobbyists, lawyers, representatives and stooges." So far the industry's spokesman, The Outdoor Advertising Association of America, is meeting it chiefly with documents and studies purporting to show that billboards are a vital part of U.S. prosperity and, far from being offensive esthetically and creating traffic hazards, are actually becoming works of art (many of them designed by the famous Raymond Loewy) and also help promote safer driving.

Certainly this argument has some validity. Many drivers, wearying at the monotonous procession of prairie or desert, would indeed miss the old familiar Burma Shave rhymes (PASSING SCHOOL ZONES, TAKE IT SLOW, LET OUR LITTLE SHAVERS GROW). Doubtless many another, approaching sharp curves too fast, has had his braking foot quickened by those apostolic warnings: "PREPARE TO MEET THY GOD!" But there is still a third side to this argument that neither Moses nor Neuberger seems to have considered: that if the new highways are built with the same unrelieved, identical landscaping as that of many existing parkways, the accident rate from "highway hypnosis" (sheer boredom) is going to jump by leaps and somersaults. Riding along Connecticut's Merritt Parkway one day—writes Critic Seldon Rodman in his forthcoming *Conversations with Artists*—he told Architect Philip Johnson about New Jersey's Routes 4 and 17: "Not a tree, not a blade of grass; nothing but billboards and gas pumps." Replied Johnson: "I'd prefer that to this green tunnel! . . . It's a nightmare of monotony. A nurseryman's bonanza."

Maybe billboards should be banned on new highway construction and possibly restricted by the states on others. But unless highway planners can provide less monotony, an occasional billboard may be needed as a kind of benzedrine pick-up to keep the drivers from dozing.



Beef 🐮 or Chicken 🐔 —it's noodle-y good! 



Noodles, anyone? Golden-smooth egg noodles layers-deep in favorite, fabulous broths! Beef or chicken!

You couldn't ask for more pleasant eating—or sipping. You can have your noodles with bites of juicy, tender-cooked chicken or lean beef—because there are two great

noodle soups to choose from when you pick from the Campbell shelf at your grocer's. Each made from a long-tested recipe for pleasing everybody.

Is it Campbell's Beef Noodle — or Chicken Noodle? Why decide? Have one today, the other tomorrow!



Two great

Chicken
Noodle
Soup

Campbell's,

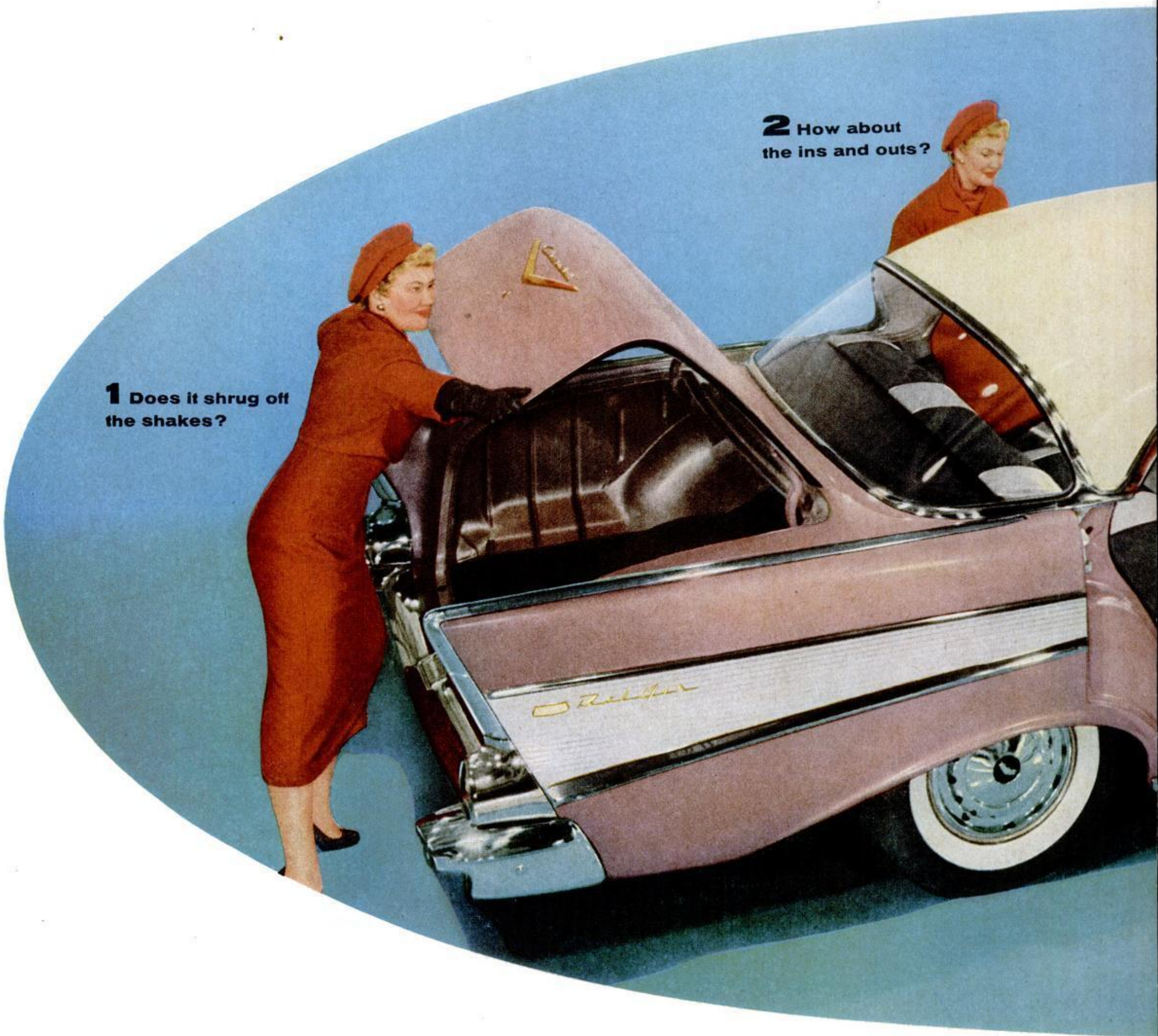
favorites!

Beef
Noodle
Soup

of course!

SOUPS SUPPLY BASIC NUTRITIONAL NEEDS: Vitamins, Minerals and Liquids—for general well-being • Proteins—for upkeep and growth • Carbohydrates—for energy

Once a day...every day...SOUP!



5 Ways to Judge

1 Does it shrug off the shakes?

Raise the deck lid of a Fisher Body—then wiggle it. There's *backbone* here: a rugged X-frame beneath the steel gives this lid *extra* rigidity. And for all its strength, it rises at a finger's touch.

2 How about the ins and outs?

Step into—and out of—a Fisher Body. Admittance is free—unencumbered by awkward projections. This body is designed to be *lived* in. It has seats that are high and deep, ample headroom, plenty of “walking space.”

3 Is this a “skin” you love to touch?

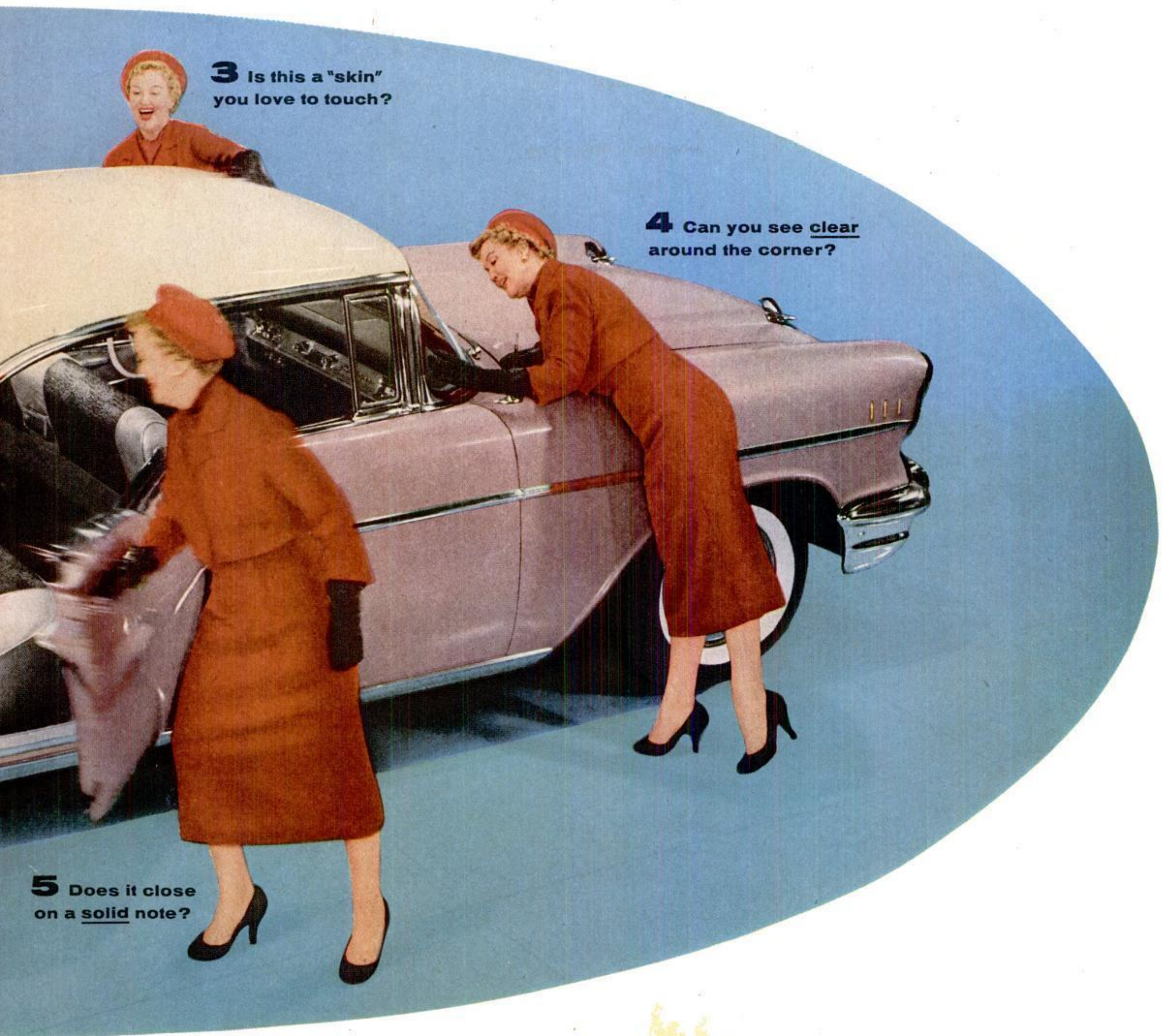
Run your finger over the mirror-like finish of a Fisher Body. No pebbled, grainy “orange peel” effect here. Only a Fisher Body has *four* separate coats of fine lacquer buffed to a satin sheen.

4 Can you see clear around the corner?

Look through the Panoramic windshield of a Fisher Body. A special molding process lets you see things clearly, even through the rounded corners. And only Fisher Body uses *plate* safety glass, front, rear *and* side.

5 Does it close on a solid note?

Shut the door of a Fisher Body. Listen to that solid “kerchunk” as steel meets steel through a substantial rubber cushion. Securely hinged, snugly fitted, this door is a study in sturdiness.



3 Is this a "skin"
you love to touch?

4 Can you see clear
around the corner?

5 Does it close
on a solid note?

a Body

Right on the showroom floor, you can *see*, *feel* and *hear* the difference. And you can be sure the difference extends behind the "seen"—into every brace and beam of a Body by Fisher.

Call it "quality" if you will. At Fisher Body, it is called *care*—and *caring*. This is the big reason why a Fisher Body is better to look at, safer to ride in, more pleasant to live with through the years.

That is how it has been since the first Fisher bodies were built. That is how it is today in all General Motors cars, the only cars with Body by Fisher.



On General Motors Cars Only:

*Chevrolet, Pontiac, Oldsmobile,
Buick, Cadillac*

Body by Fisher



Better by Far



Everything brightens up with brisk Lipton Tea!

"A-h-h! I feel like a new woman. It's wonderful to relax with a cup of brisk Lipton Tea. I like the gentle lift I get from Lipton, too."

YES... that is one of the wonderful things about delicious Lipton Tea. Even a few sips put you in a happier mood... give you a sort of golden glow.

Be good to your *family*. They'll like the lift they get from Lipton... it's the right kind of lift.



* Trade-mark of Thomas J. Lipton, Inc.—Reg. U. S. Pat. Off.



WELL BEFORE CURFEW, COUPLES BEGIN GOODBYS OUTSIDE STOCKWELL HALL, WARNED AGAINST KISSING INSIDE HALL BY ADMONITIONS LIKE THE ONE BELOW

CAMPUS LOVE LEFT OUT IN COLD

Outcry over indoor kisses leads Michigan dorm to bar them in lounge

Fond Embraces
are for
Other Places

In late winter, as in spring and fall and summer, a college student's fancy turns more often than not to thoughts of love. And the University of Michigan campus is as romantic as any you can find. From tree-lined walks and libraries rises the murmur of young affection. Outside the women's residences at curfew time the weekend nights are filled with quietly fervent farewells (*above*). At such moments, says an anthropology professor, "the front porch at Stockwell residence looks like the Pribilof Islands in mating season."

Last month the course of true love at Michigan ran into trouble—trouble raised not by university officials but by some of the coeds themselves. The problem involved still another favored spot for campus romancing, the lounges of the women's residences. The house council at

Stockwell foregathered and agreed that the kissing had become an embarrassment to some of the girls and even more to visiting parents. "Animals, nothing but animals," one outraged parent had recently cried. The girls on the council promptly voted, 14 to 4, to ban all further kissing in Stockwell's lounge. To see that the ban is enforced, the council appointed roving patrols to warn offenders and has even had admonitions printed up for distribution like traffic tickets (*above*). For repeated violations one group proposed that a girl lose all use of the lounge.

The ban raised a new outcry. "Only a few girls violate good taste," said a Stockwell girl. Another said, "All this will do is force everybody outside. Why, you can catch pneumonia out there." But as the first kissless weekend came around, outside was where almost everybody seemed to be.

MANY WAYS TO VEX COUNCIL BAN ON SEX

"We think sex is here to stay," said the head of the Stockwell council (*left*). "But we have the reputation of the house to think of."

Most of the girls felt the ban was largely an inconvenience and simply moved to other settings. One group debated alternate strictures, like limiting kisses to 20 seconds each. The notion of chaperones roaming the lounges with stop watches in hand was enough to quash that one.

The dean of women thought the fuss about kissing was just "the froth on top of the wave of seriousness that grips American students today." An anonymous poetess in Stockwell summed it up less portentously:

Methinks trouble I detects
When they put a ban on sex.
For though they vote, pass, stamp, endorse it
I'd like to see them reinforce it.



ANTI-KISSING COUNCIL of Stockwell Hall, led by Jeanette Grimm (*third from left at table*), meets

after voting ban. At left are 11 of 14 girls who approved the ban; at right are the four who opposed it.



FORBIDDEN CONDUCT, even before the ban, is demonstrated by a couple in the Union building. Earlier rules required couples to have both feet on the floor.



KISSING IN CAR parked along Observatory Street near Stockwell Hall, a Stockwell girl and her escort prepare to part as the Saturday night curfew draws near.



OFF-CAMPUS NUZZLE at sandwich shop is permissible for a Stockwell girl, who approves the ban.



OUTDOOR CARESS occupies the last moments before 12:30 Saturday night curfew at Stockwell Hall.



CONTINUED

NEW... FOR EVERY MAN WHO OWNS AN ELECTRIC SHAVER



No matter what kind of electric shaver you use, you get faster, easier, closer shaves with new Mennen Electric Pre-Shave Lotion. Extra-dry. Non-greasy. It dries off perspiration. Props up your beard. Your shaver cuts closer, shaves smoother. No "perspiration drag." Try Mennen Electric Pre-Shave. Get the easiest, closest electric shave you've ever had. 4 oz., 75¢, no tax.



NEARBY CEMETERY, across street from Stockwell Hall, draws displaced couple. She opposes ban.



UNBANNED EMBRACE ends a Saturday night at Martha Cook hall for women, which voted no ban.

ON THE CAMPUS a boy and a girl stroll down walk toward a Saturday afternoon study date in library.





See the All-Family Boat Show, March 8-17, at your Johnson dealer's

GO SEE FOR YOURSELF AT THE SEA-HORSE SIGN...

"Sweetest-running Johnsons ever!"

Whether you're a seasoned salt or don't know port from starboard, if you have two drops of boating blood you must see your Johnson dealer's All-Family Boat Show.

You'll see the latest boats and boat-trailers. Plus the newest water sports gear. And, of course, the nine finest outboard motors Johnson's ever built—the '57 Sea-Horses. From 3 to 35 hp, from \$155 to \$625*, they're all sleek, quick, heavenly quiet and as dependable as the family car. There's easier than ever hand starting on all models and 12-volt electric

*Prices f.o.b. factory, subject to change. OBC certified brake hp at 4000 rpm (18s and 35s at 4500)

starting on three. As an accessory for the top two Johnsons, there's even a new quick-charging generator for all your electrical needs.

If your family is sold but your budget's aground, financing can be arranged. Your nearest Johnson dealer's listed under "Outboard Motors" in the classified phone book. Don't miss his Show.

FREE! 1957 Sea-Horse catalog, write: Johnson Motors, 263 Pershing Road, Waukegan, Illinois. (Division of Outboard Marine Corporation. In Canada: manufactured by Johnson Motors, Peterborough, Ontario.)

A million Sea-Horse owners will tell you **JOHNSON KNOWS BEST**

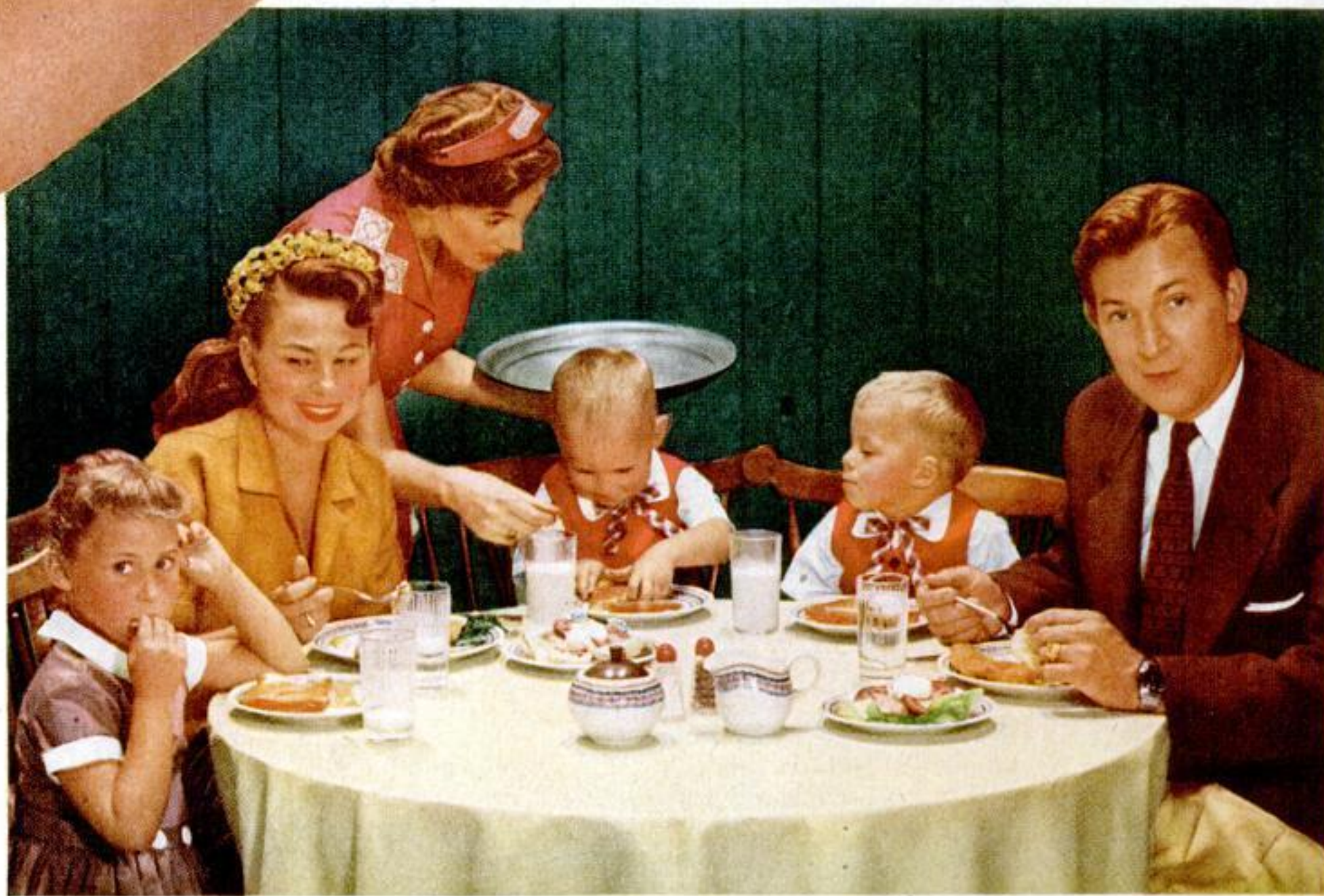




It's with

"Pixie...that's
...says it

**8 billion dinners
were eaten out last year
by folks like you!**



"Hullo!—here we are! All five of us, counting in either direction. And are we having fun eating out together! It's one of our hobbies. We have a lot of hobbies, including harmonica-playing. But you should see the twins, Kin and Wil, pitch into their food. And

Indy (named after you know what state!) is no sparrow at eating either. She gives the twins plenty of competition. In fact a waiter never has to carry anything back from the Shriner table but the eatin' irons and empty dishes. That's how much we enjoy eating out."

“Like we say back home in Indiana... fun to eat out the family!” says Herb Shriner

my wife, she likes to read restaurant menus out loud to our kids
gives them food for thought as well as for their stomachs!”



“I’ll tell you the kind of feller I am. Sometimes I’d forget that Pixie and the kids like to be taken out to dinner each week, because I had to eat out so often gettin’ ready for my show. But now I

remember like an elephant. And I’m just about the most popular elephant we’ve ever had at our house. Anyway, this is Herb Shriner saying, why don’t you take your family out to dinner real soon?”

HERB SHRINER, the Hoosier Philosopher, has the right idea! Why wait for a birthday or anniversary before taking the family out to dinner? Make it a weekly event.

It’s a part of growing up for the kids. And what it does for mother’s morale is something wonderful to see. No cooking—no clean-up afterwards—blessed escape from the daily treadmill of those three meals.

And there are menus unlimited! Every member of the family can find his favorite foods listed.

Choose a restaurant as famous and fancy as you wish . . . or as simple and cozy as your mood suggests.

Why not this week—for sure?



**Two guides to
great eating!**



One is the NRA emblem which identifies 60,000 good restaurants. The other is the famous “K” symbol of Kraft. It identifies over 300 quality foods, many of which are served in popular restaurants.

KRAFT FOODS COMPANY



MARS...the 3-flavor candy bar



Honest-to-goodness
MILK CHOCOLATE



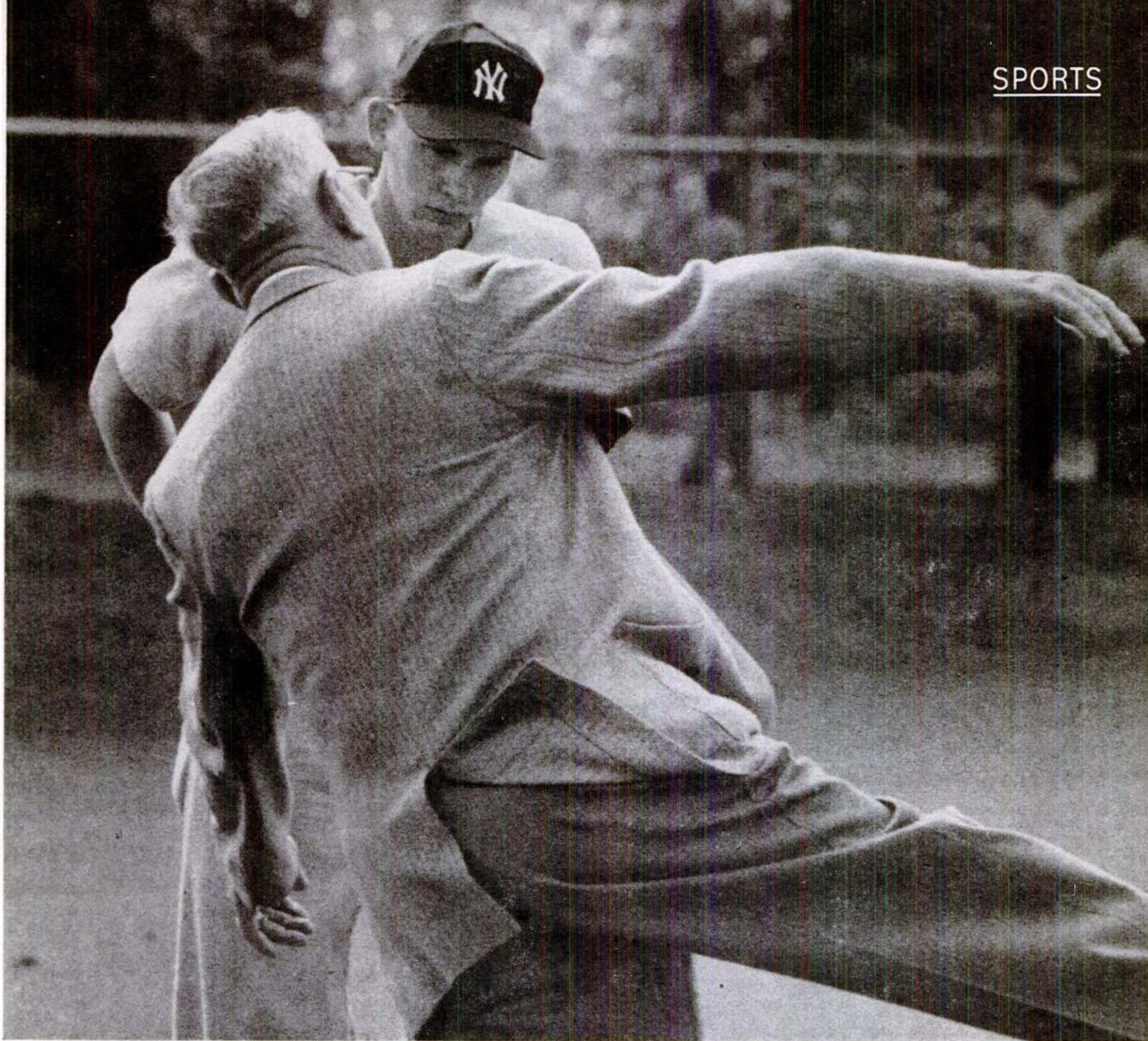
Creamy
NOUGAT



Toasted whole
ALMONDS



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CASEY STENGEL, AT THE YANKEE SCHOOL, TEETERS DANGEROUSLY AS HE SHOWS ROOKIE JAY WARD HOW NOT TO GET OFF BALANCE IN MAKING A THROW

CASEY IN THE CLASSROOM

Animated lectures by Stengel speed up development of future Yankee players

Manager Casey Stengel of the New York Yankees expends more energy in the two weeks before spring training opens than he does any time during the rest of the year. At the school for Yankee rookies in St. Petersburg, Fla. he grabs imaginary bats and cuts at imaginary baseballs. He becomes an acrobat on the bases. In the outfield he backs up, gesticulating and talking, to catch fly balls that were never hit. For eight years Casey has been the star performer in the school which, he says, "is the best reason why the Yankees keep winning year after year."

The Yankees hand-pick a few prime prospects and give them an intensive baseball cram course. "We don't discover players," says Casey. "We know all about them before they get there." Almost all those in the school are considered to be two or three years away from the big leagues. But with the help of nine coaches and scouts Stengel helps young players get to the top more quickly. The course brought Mickey Mantle and Gil McDougald up a year sooner and has produced 27 men now playing for the Yankees. Last week 10 of the school's 32 members graduated with honors and stayed in St. Pete to try out with the big Yankees.



LEADING OFF FIRST, Stengel demonstrates for a highly attentive class. "Always watch the pitcher's feet," he says. "They'll tell you when he's gonna pitch."



A LESSON by Casey begins in dugout (above) where he tells pupils to keep alert and learn what to look for: "Shortstops and second basemen should sit together."



Leading them to home plate (right), he becomes the batter. "If you see a lot of white on the ball when the pitcher's winding up," he says, "it's a fast ball."

CASEY AT BAT AND ON BASES

As much as anything else, Casey's teaching is designed to promote sound baseball thinking. "Why miss 100 signs a year?" he asks. "Why run the bases with your head down . . . there're no ditches out there, no bumps, the bag won't move. You look around at what's going on and you think. And you save the owner money. . . . And you save me money."

Surrounded by aides and athletes, Casey tours the diamond from dugout to the batter's circle to home plate and around the bases, pausing at each point to deliver an animated sermon. "Now, here's first base . . . when you get this far you got eight things to think about. You read the pitcher; you look around and check the outfield. How can they throw? Don't get halfway to second and say, 'Oops, I forgot if that fellow can throw.' Don't get suckered into being caught off base; keep your foot on the bag until you're ready to do something. You watch where the ball's hit and you get a fast start. You watch for signs and you don't run on no outs unless you're positive."

Casey fidgets as he watches special groups getting instruction and covers a remarkable amount of ground flitting from player to player and group to group. "We teach four ways of making a double play, six ways of catching a fly ball," he explains. "For instance, you put a hand out and don't run into a wall. You play baseball longer by not hurting yourself."

On the use of sunglasses, he took over the instruction himself: "Keep your hand up like this and then flip them down . . . it eliminates an extra move. They tell me when Frenchy Bordagaray comes up with the White Sox he loses a couple of games because he can't use the glasses. Now myself, when I come up I don't need sunglasses. Not Casey. Then one day there's a man on second and third and the man hits a fly ball and I can't see it so I catch it on the tip of my finger. That's when I started wearing sunglasses."

In this year's school Casey is impressed by four youngsters, but particularly by Tony Kubek, a taciturn 21-year-old shortstop. "Now he don't say nothing . . . not a thing, but he's memorizing all the time. He looks and thinks like he's supposed to. Don't tell anybody but he bunts better than four or five of my regulars. I can use him. He'll make me look good."



BAD START off base, Stengel tells Dick Sanders (43), is making first step of a start with right foot.

GOOD START (below), he says with a pirouette, brings left foot over the right in a simple cross step.



NASCAR'S TOP AWARD GOES TO PONTIAC!

**Undisputed Grand National Champ Over
All Stock Cars Regardless of Size-Power-Price!**

There is only one Grand National—and there can be only one winner! The best America has to offer are entered in this event—known for years as the “granddaddy” of all stock car racing. It’s the supreme test of handling, ruggedness, safety, power and over-all performance—and Pontiac took them all hands down and broke a track record to boot!

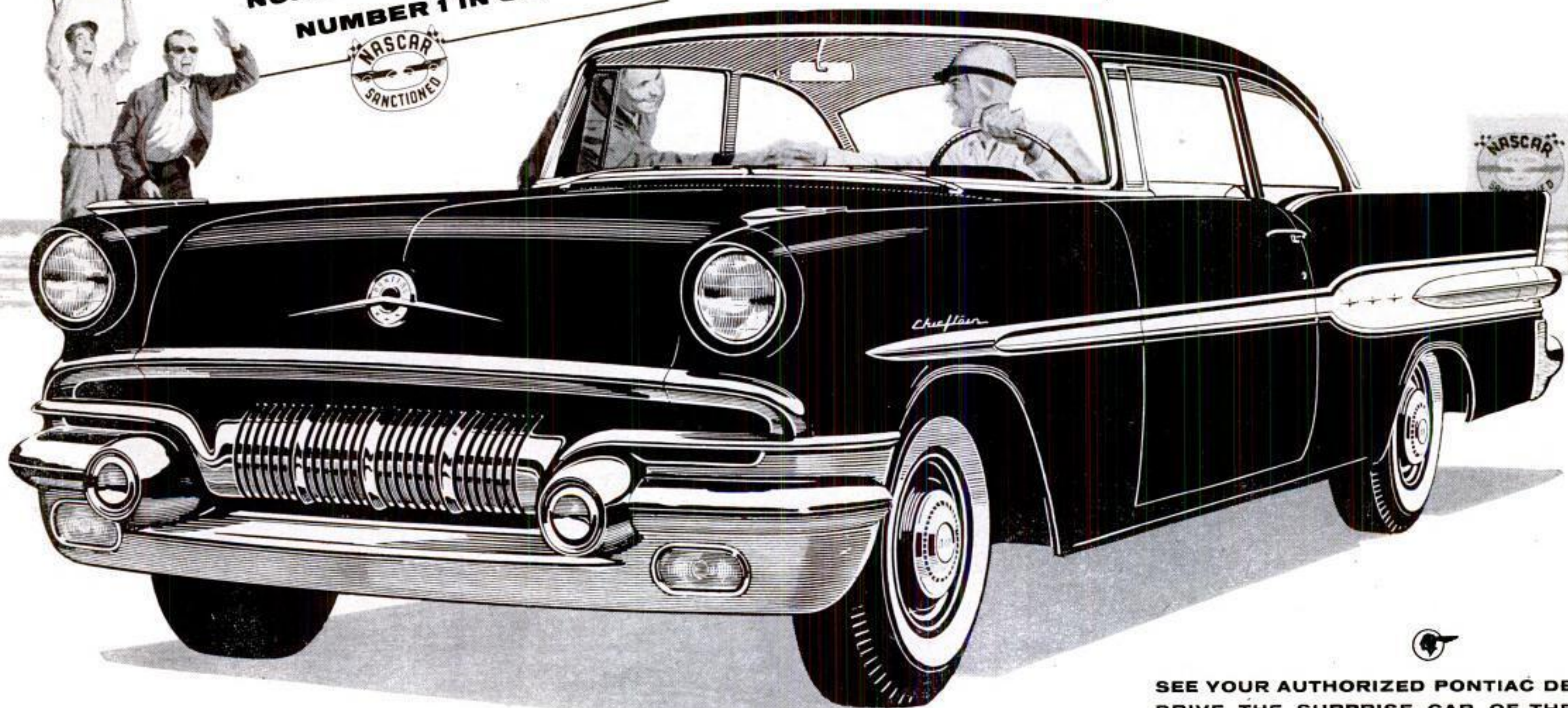
So meet the new champ—a strictly production model Pontiac Chieftain with 317 h.p. Strato-Streak V-8 and introducing new Tri-Power Carburetion, optional at extra cost on any Pontiac model.

It’s America’s newest power advance—and Pontiac’s alone at a price so low! See your Pontiac dealer and learn how you can drive America’s Number One Road Car—at prices starting below 30 models of the low-price three!



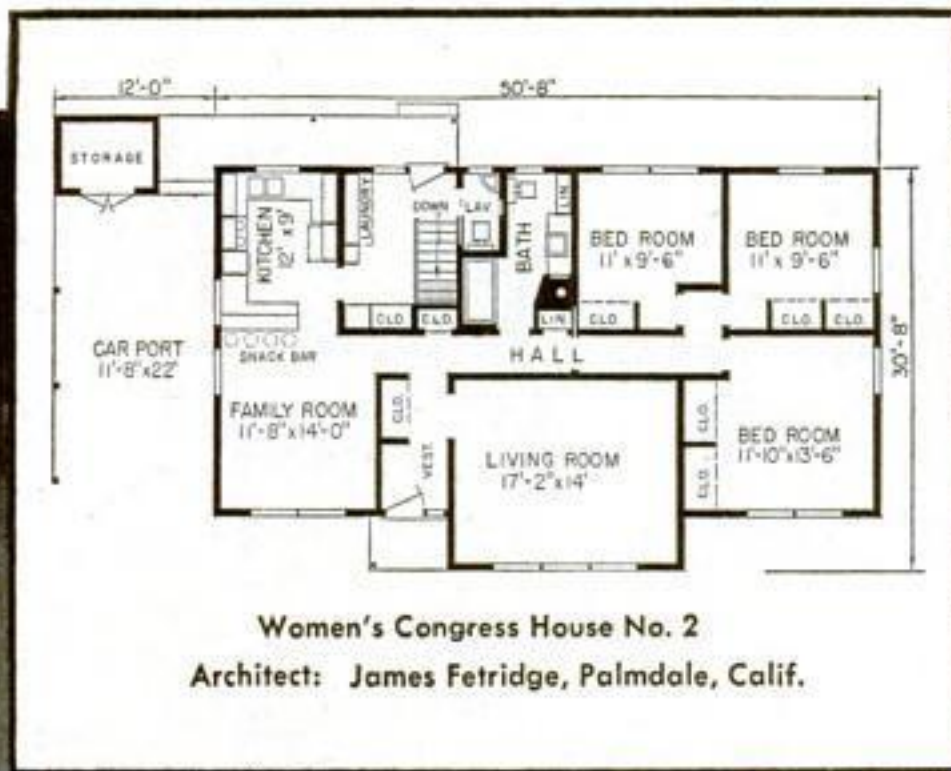
IT'S OFFICIAL! Pontiac wins the NASCAR trophy, plus the Harley J. Earl and Sports Illustrated Awards at Daytona! Left to right: Ray Nichols, Pontiac engineering staff; S. E. Knudsen, Pontiac General Manager and General Motors Vice-President; Harley J. Earl, G. M. Vice-President and Styling Director; Cotton Owens, winning driver; Mike Womer, Executive Vice-President of NASCAR; Bill France, President of NASCAR.

NOW IT'S OFFICIAL
Pontiac is America's
Number 1 Road Car!
NUMBER 1 IN PERFORMANCE!
NUMBER 1 IN ROADABILITY!
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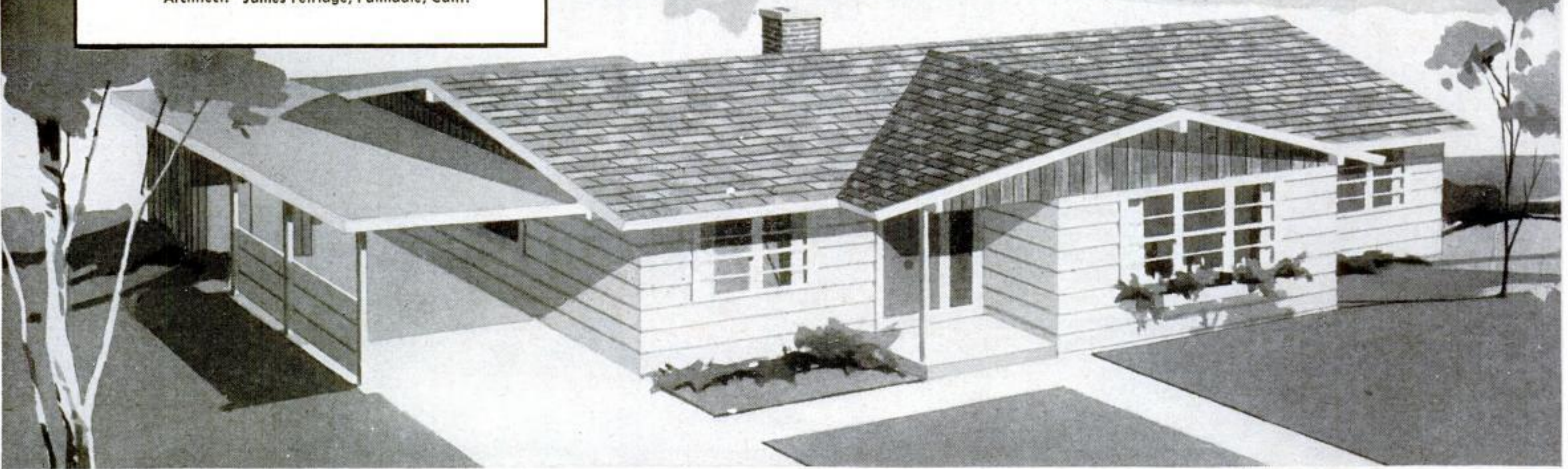


**SEE YOUR AUTHORIZED PONTIAC DEALER—
DRIVE THE SURPRISE CAR OF THE YEAR!**

Women across the nation said:
"Give us the kind of homes we want"



**and here they are in the
 Celotex 1957 Book of Homes**



**Based on Recommendations by The U.S. Women's Congress on Housing,
 with the Cooperation of The National Retail Lumber Dealers Association,
 Prominent Architects and Builders**

See Plans Now At Your Celotex Dealer's

At long last, women across the nation have had their say about home design. And you'll see these beautiful, modern, women-inspired homes all over the land, once women know that these designs are available.

They came to Washington from every part of the country, these women representing you. They met at a Women's Congress on Housing, invited by Housing Administrator, Albert M. Cole. They brought ideas based on their knowledge of everyday family activities. Not gadgets and gimmicks, but the basic, long-wanted improvements in layout known to every woman who lives in and manages a home.

They spoke for you—the women of America—and your families. Their voices were heard. Now Celotex, long-time leader in building materials progress, is proud to take this step in bringing you the actual results of their ideas and inspiration—proud to share with Dealers, Architects and

Builders, the privilege of announcing these beautiful, "feminine-touch" homes.

Send for 1957 Book Now!

The home illustrated is but one of several you will want to see and study. All are pictured and described in this exciting new Celotex "1957 Book of Homes." One more thrilling than the next. Don't miss seeing it, if you are planning to build or buy an ideal home now, or in the future.

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He is the man who will show you complete plans of these 1957 homes. Work hand-in-hand with you and your budget. Show you how, with famous Celotex Building Products, to squeeze the most out of your building dollar. To cut costs as you add years to the life of your home. Let him work with your Builder to make one of these beautiful homes *yours* this very year.



Homemakers want these practical features!

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Send Coupon for New "1957 Book of Homes!"

This colorful, beautiful 32-page book gives designs and floor plans for 19 charming homes of moderate cost—plus data for estimating cost of construction in your locality. You can obtain, from your Celotex Dealer, through National Plan Service, working drawings for any homes you select from this book, at nominal cost. Mail coupon with 25¢ in coin.



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Please send me the new "1957 Celotex Book of Homes" giving designs for 19 beautiful homes of moderate cost—including House No. 2 shown above. I enclose 25¢ in coin.

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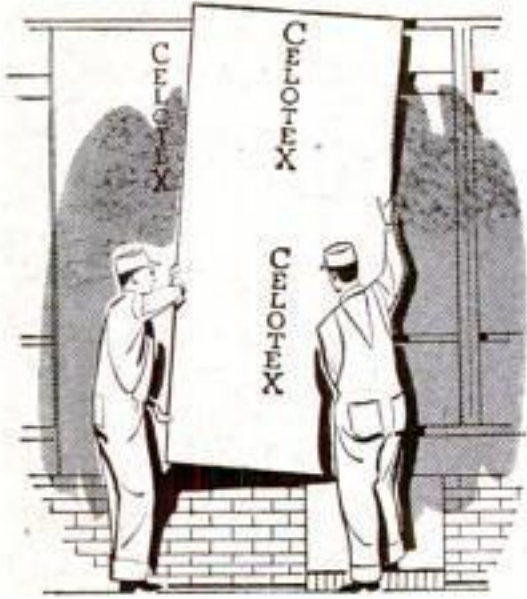
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CELOTEX INSULATING SHEATHING—Builds stronger walls, insulates, and is moisture-proofed. Guaranteed for the life of the building.



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STENGEL CONTINUED



PRIZE PUPILS practice fast starts under Casey's stern eye. From front to rear they are Bob Martyn, Deron Johnson, Fred Carpenter and Tony Kube.



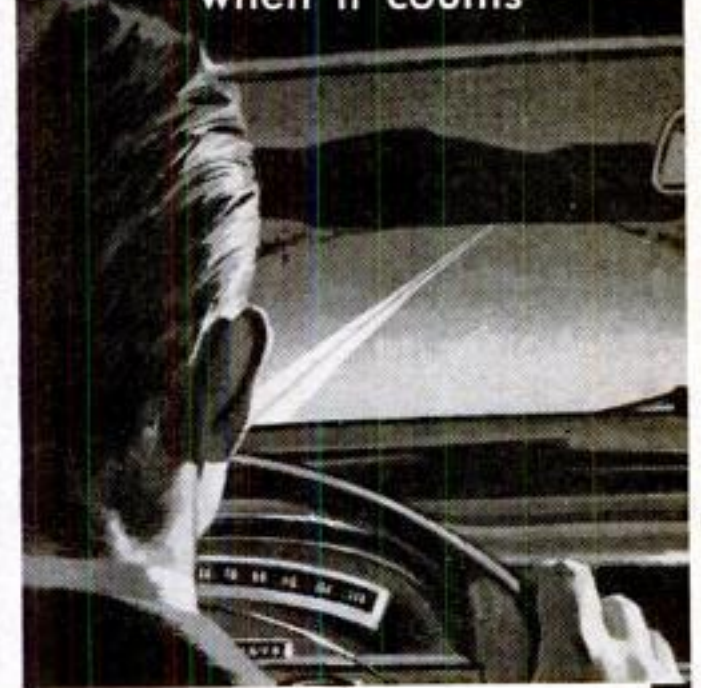
APPRAISING A PITCHER, Casey watches Mark Freeman practice the no-windup delivery made popular by teammate Don Larsen in 1956 World Series.



ALL-STAR STAFF of experts who teach include three Yankee coaches, four minor league managers and two scouts. From left they are Randy Gumpert, Ralph Houk, Bill Dickey, Frank Crosetti, Johnny Neun, the school's co-ordinator, Stengel, Phil Page, Steve Souchock, Jim Turner and Ed Lopat.

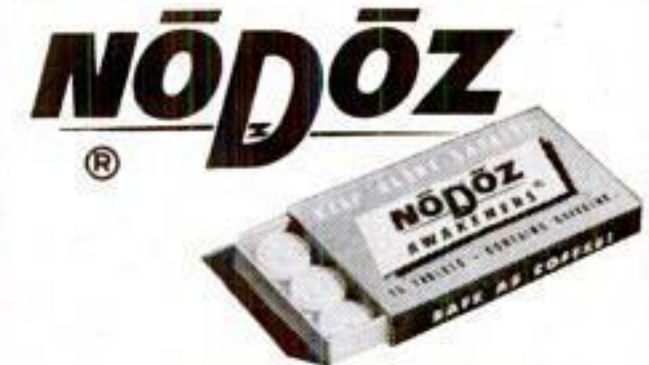
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When long stretches of road, night driving, or muggy weather make you drowsy . . . play it smart; play it safe . . . take NoDoz Awakeners.

Recent clinical tests by prominent New York doctors prove that for most people NoDoz increases mental efficiency and alertness within 15 minutes. Caffeine is the only active ingredient in NoDoz. Safe as coffee and much more convenient. Keep a package in your pocket or the glove compartment of your car.



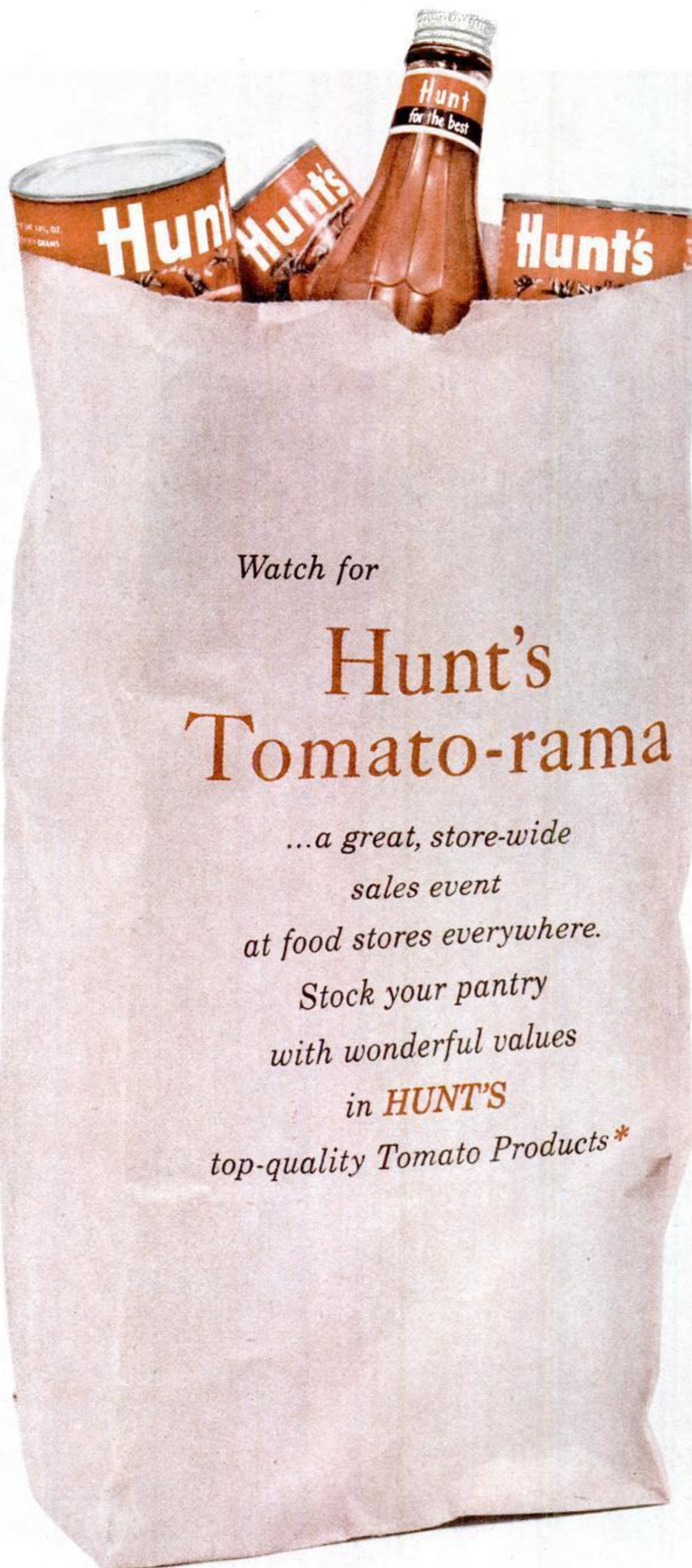
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*...a great, store-wide
sales event
at food stores everywhere.*

*Stock your pantry
with wonderful values
in **HUNT'S**
top-quality Tomato Products**

**Watch for your grocer's ads—don't miss*



Hunt's Tomato-rama



F-102 JET JUMPS OVER THE MOON

As evening descended on an Air Force base in California, Photographer John Bryson focused his telephoto lens on the rising moon. Then, precisely as an F-102A jet fighter went into a carefully planned bank at an altitude of 4,000 feet, its delta wings reflecting the sunset's glow, he made the spectacular picture above of a plane seemingly flying right over the moon.

Though looping the moon is still beyond its capabilities, the Convair F-102A is the hottest U.S. all-weather interceptor in operation and it is now going on combat duty at air bases across the U.S. It can fly at a speed 1.3 times faster than sound (740 mph) and can climb almost vertically to an altitude of 50,000 feet—the present limit of Soviet long-range bombers.

[CONTINUED ON PAGE 66](#)

NOURISHMENT
WITHOUT WEIGHT



"Rice Krispies" is a trade mark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-toasted rice.

"Snap-Crackle-Pop" make it fun to get the important nourishment of whole grain rice

You may be surprised to learn that from this super-crisp and elegant-looking cereal you get the concentrated nourishment of whole grain rice—vitamins, minerals, and energy values.

For, as you can see in this little balancing act, here's a morning food so light it almost floats. And so light-hearted it goes "Snap-Crackle-

Pop" when you pour on milk or cream.

That's the pleasant part of this nourishment. There's nothing heavy-handed about the way it gives you the high-powered nutrition you need for modern living.

Why don't you take a new look at Rice Krispies? On your own breakfast table?



Kellogg's

RICE KRISPIES



Snap!



Crackle!



Pop!

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Back in 1928 a new package labeled "Rice Krispies" appeared in a few markets in the South. Just to see how folks liked rice in a new and different form. This package contained Mr. W. K. Kellogg's answer to the question "Why doesn't someone put the nourishment of rice in a handy, tasty form?"

Events proved that folks liked Mr. Kellogg's answer very much. It tasted good. Crackled in milk. Gave them the nourishment of the grain that supports more of the world's life than any other.

Some of you remember what happened in 1929. Times got bad. Very bad. Money was scarce. It was difficult to sell many old and accepted products—let alone a new one.

But these conditions didn't faze Rice Krispies. In spite of their newness, in spite of the times, they grew and grew in popularity. Their "Snap! Crackle! Pop!" became famous. As "the talking cereal", KRK entertained and nourished millions of children at breakfast.

Today still another new chapter is being written in the story of the rice cereal that put "Battle Creek Vigor" on a new level of eating fun. Older folks with modern tastes for lighter clothing, lighter colors, lighter food and drink are turning to Rice Krispies for breakfast nourishment.

That brings you up to date on Rice Krispies. Which is a good place to be on this nourishing breakfast, isn't it?

KELLOGG'S OF BATTLE CREEK

No Other Leading Toothpaste

**CLEANS
CLEANS
CLEANS**

YOUR BREATH while it

**GUARDS
GUARDS
GUARDS**

YOUR TEETH

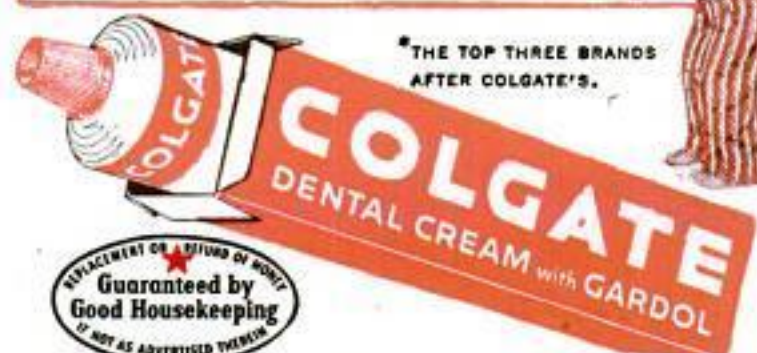
Like Colgate Dental Cream!



Because No Other Leading Toothpaste
Contains **GARDOL** TO GIVE YOU
**LONG-LASTING PROTECTION AGAINST
BOTH BAD BREATH AND TOOTH DECAY**
...With Just One Brushing!

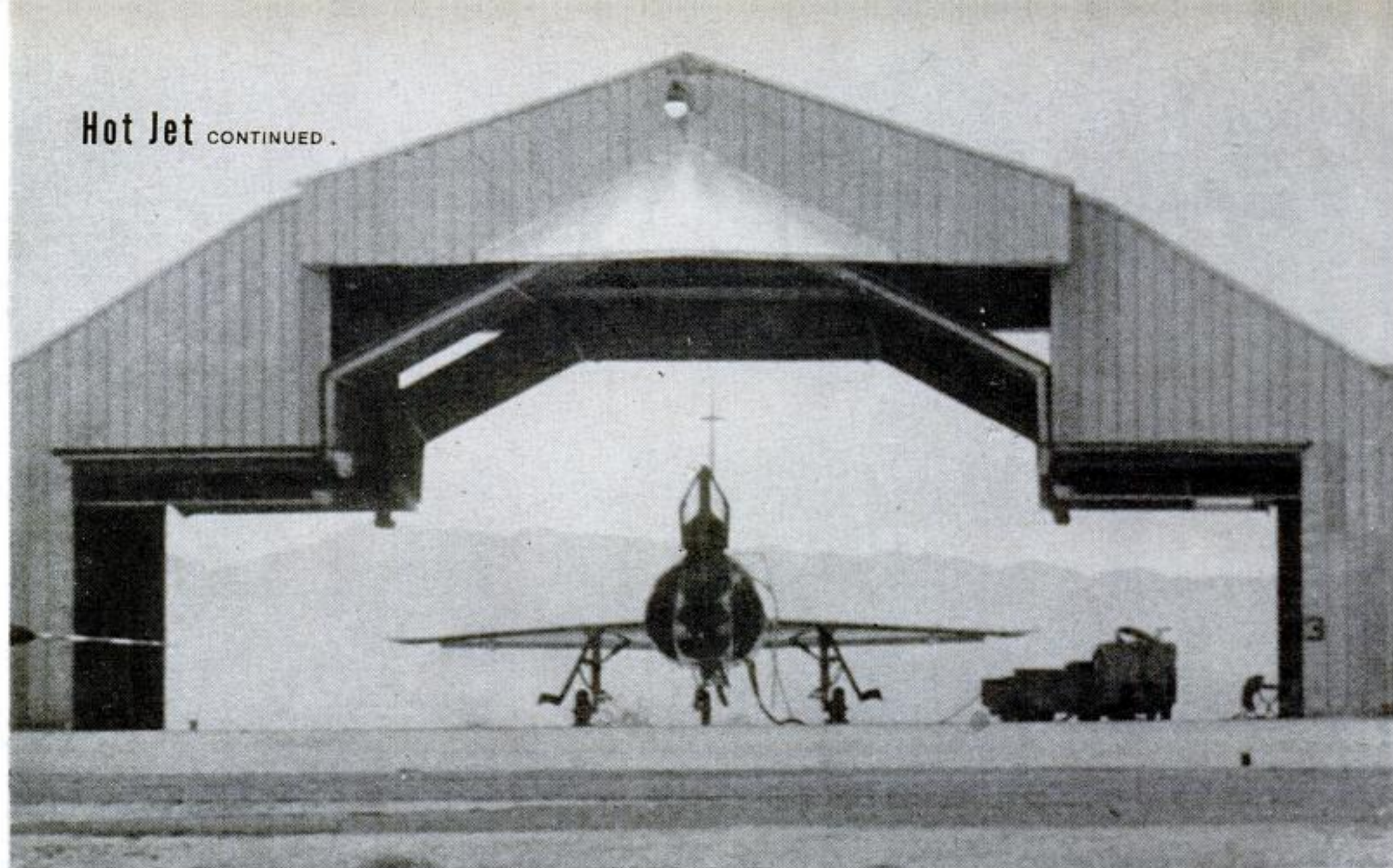
Unlike other leading toothpastes,
Colgate's forms an invisible, protective
shield around your teeth that fights decay
all day . . . with just one brushing! Gives
you a cleaner, fresher breath all day, too!
Ask your dentist how often to brush your
teeth. But remember! No other leading
toothpaste* cleans your breath while it
guards your teeth like Colgate Dental
Cream with Gardol!

SAFE for Children of All Ages!
to Use in All Water Areas!
Makes teeth whiter—
cannot stain or discolor!



GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM N-LAURYL SARCOSINATE.

Hot Jet CONTINUED



REVAMPED HANGAR
of 327th Fighter Interceptor Squadron has a triangular piece of metal which juts out over doors to accommodate F-102A. Plane is 27 feet longer than F-86 jets unit used previously.

TAIL ASSEMBLY holds dive brakes, pair of flaps above tail pipe, which are kept folded together during flight but can be swung open, as shown here, to reduce the plane's speed in combat or on landing.

DRAG CHUTE, which is packed into tail, pops out as F-102A touches ground. Chute acts as a brake to cut speed from 145 to 115 mph, thus cutting down length of runway needed to accommodate the plane.



Do it yourself with *Light* refreshment

TODAY'S active people do a lot of fixing, but there's little need for them to remodel themselves. Their taste for lighter, less-filling food and drink makes it easy to keep slim and trim.

Pepsi-Cola fits right in with their sensible, modern preference in diet. Today's Pepsi, reduced in calories, is never heavy, never too sweet. Refresh without filling. Have a Pepsi!



Pepsi-Cola

refreshes without filling

SEE "CINDERELLA" LIVE IN COLOR
AND BLACK-AND-WHITE ON CBS-TELEVISION, MARCH 31.



Beauty and brawn—new Fairlane 500 Club Victoria

America's No.1 construction job

Underneath all the beauty of this '57 Ford is hidden the most rugged construction job you're likely to find anywhere—the new Ford *body*. Welded, braced and bonded to form one incredibly tough unit, it's this sculptured-in-steel body that keeps your Ford looking youthful and glamorous.

But there's much more to the new "Inner Ford." Take the advanced design of Ford's new wide-base frame that seats passengers safer, within the protection of the massive frame rails. Take the quality of the straddle-mounted rear axle pinion, a spare-

no-expense feature that Ford shares with only one other manufacturer today—Rolls Royce. Take the exclusive electronic "mass-balancing" of Ford V-8 engines for smoother running, longer life.

The full story is far too long to tell here. So ask your Ford Dealer for an Action Test. It will answer all your questions.

FORD

Everything about the new kind of Ford says fine car... except the price

Long, lean and lovely—Fairlane Club Victoria



FIT TO FIGHT IN FOUR SECONDS



STAGES OF TAKE-OFF, photographed within period of four seconds, show an F-102A retracting its landing gear (top) as it leaves the runway, tucking wheels into fuselage (center) and immediately going into a steep climbing attitude (bottom) which can take it to 50,000 feet in about five minutes.

CONTINUED

Different vacation variety in one easy-to-get-to area...

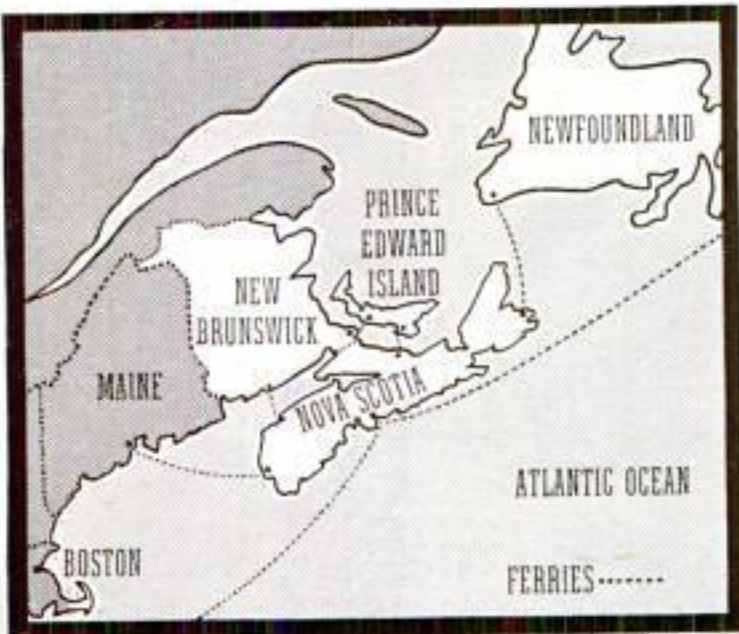
CANADA'S ATLANTIC PROVINCES

Enjoy the difference of a foreign vacation in a friendly place close to home. You'll find colourful history and interesting local customs, enjoy good highways, accommodation and food. Lots of holiday sports, too! Come by car, train, bus, plane or ship. No passports needed.



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See the only reversing falls in the world and the Sentinel Rocks at Hopewell Cape formed by remarkable Bay of Fundy tides. Get your catch of Atlantic Silver Salmon. Shop for local pottery.



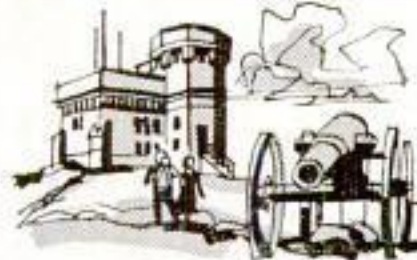
NOVA SCOTIA

See Peggy's Cove, famous among artists, photographers...historic Louisbourg and Isle Madame...the Highlands of Cape Breton. Fish for giant tuna. Attend yacht regattas. Follow the scenic Cabot Trail.



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Enjoy the charms of beautiful, tranquil countryside or the excitement of sulky horse-racing. Eat world-famous Malpeque oysters. Sample some of the best salt water bathing north of Florida. Golf on courses beside the lovely sea.



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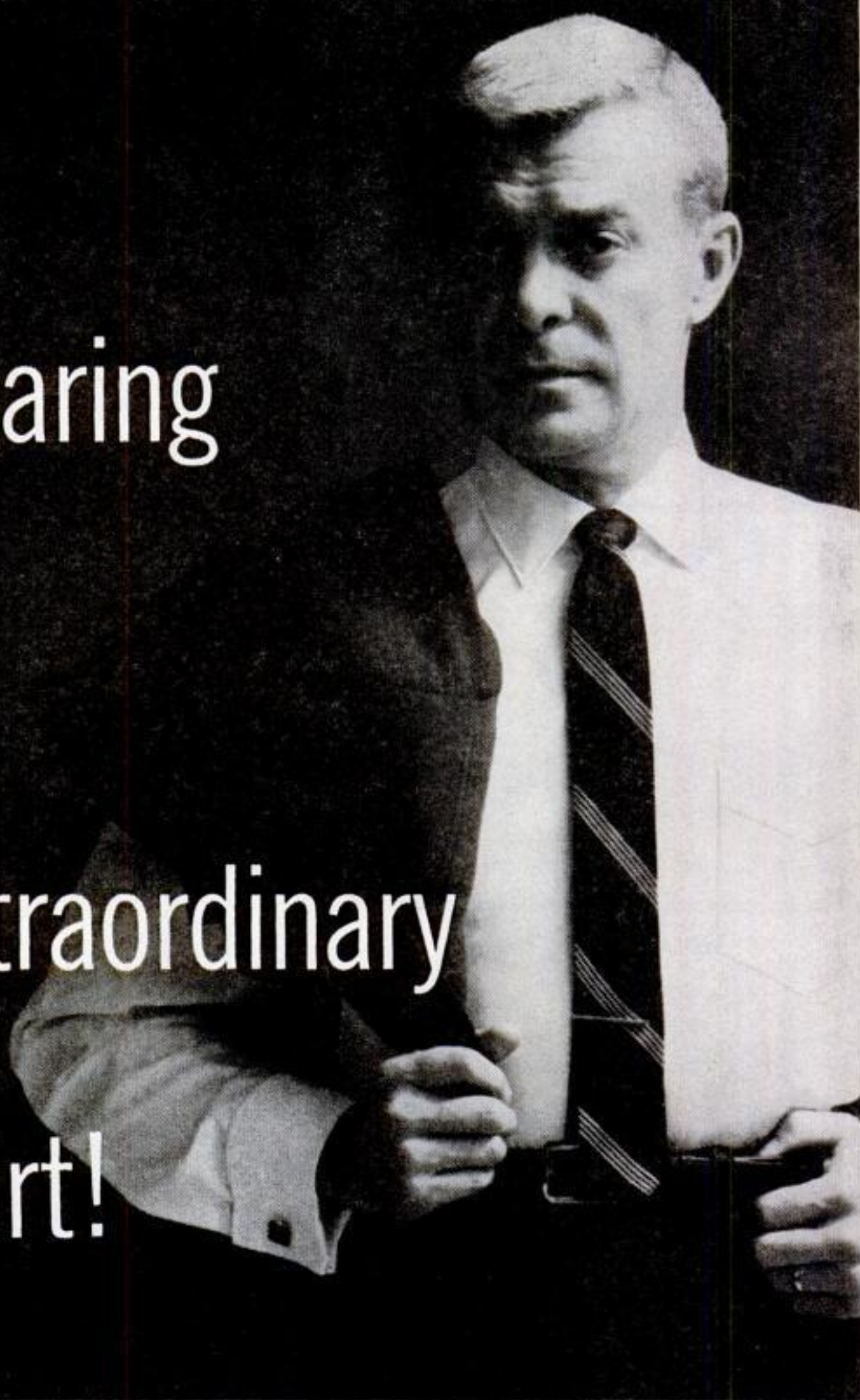
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wearing

an

extraordinary

shirt!



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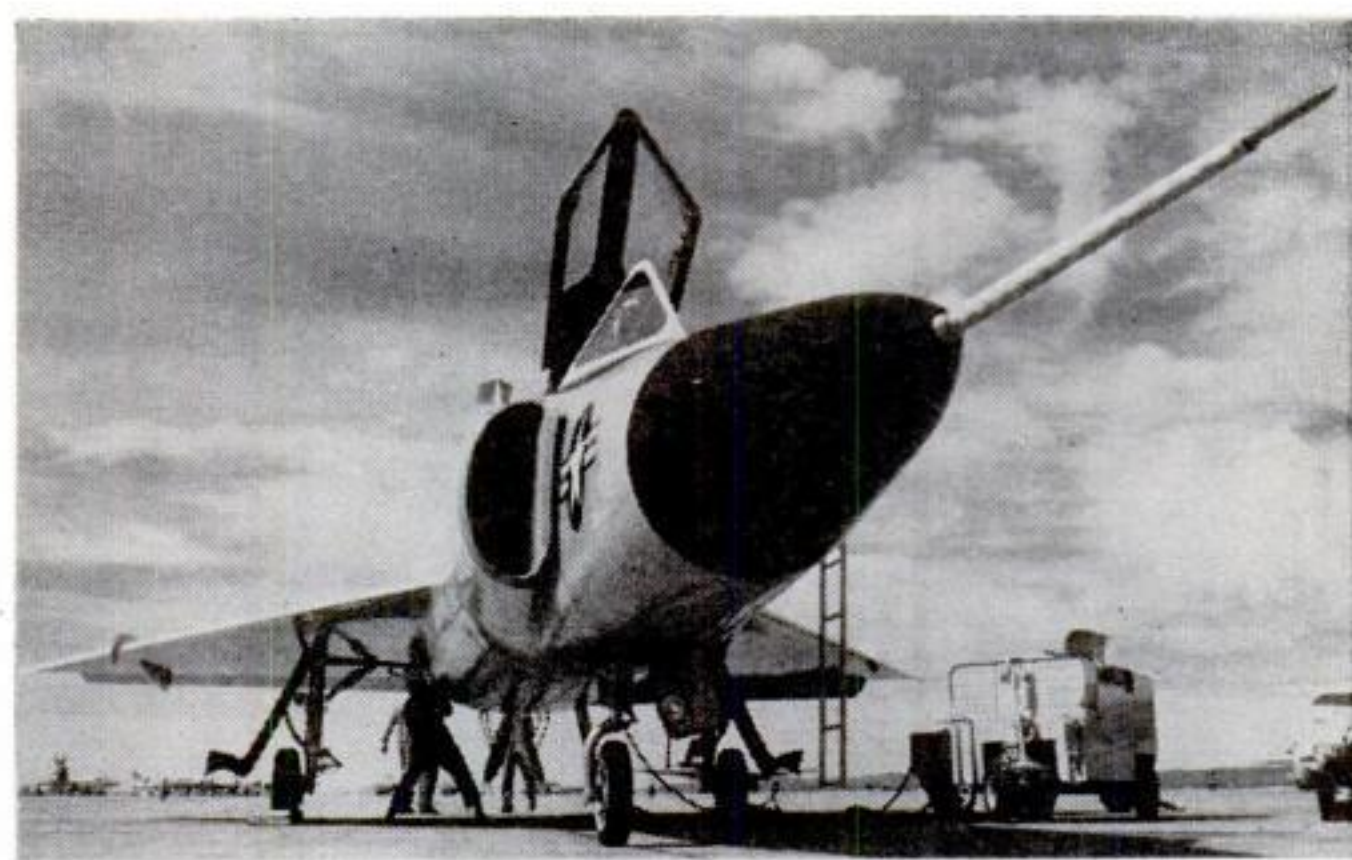
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Exciting? You bet it is! For Golden Pima is priced dollars less than you'd normally pay for a master tailor's shirt of Pima — the long-staple cotton that gleams with a luster all its own. And what a fine shirt it is! So luxurious to the eye — and to the hand — thanks to its rich high count. So right for your style sense — with soft or non-wilt collars, new Singlet or barrel cuffs. Sanforized, too, to keep its fit through countless washings. For the name of the store nearest you, write: TruVal Mfrs., 350 Fifth Avenue, N. Y. C.

TruVal® shirts
sportswear
pajamas

By the makers of America's greatest white shirt value...
the famous PARAGON 2.95.

Hot Jet CONTINUED



NEEDLE NOSE projection is pitot tube, used to measure air pressure in flight. Pressure gives air speed reading. Nose contains all-weather radar.



RACKS OF ROCKETS in foreground and Falcon air-to-air missiles beyond them are prepared for loading aboard F-102A jets on combat alert. In addition to these standard weapons, F-102A interceptor units in the U.S. are being supplied with atomic rockets for defense of U.S. cities and military installations.

New Speed-up Salads

Put 'em together quickly with creamy cottage cheese and golden cling peaches!



1 MINUTE SALAD

Fill a bowl with cottage cheese, surround it with cling peaches, lettuce—and you're ready! Add crisp Fritos for flavor contrast!



30 SECOND SATELLITE SALAD. Set a mound of cottage cheese next to a cling peach half, add pimento.



2 MINUTE SAILBOAT SALAD. Make a pimento sail, and a peach slice boat. Set in a sea of cottage cheese.



3 MINUTE TIME SALAD. Make a clock face of cling peaches, cottage cheese and pimento.

World's Most Refreshing Salads... are also the world's easiest. Just get some cottage cheese and cling peaches. Flavors are wonderful together. Colors are pretty. Calories are low and protein is high. Go ahead, see how quick and delicious salads can be!

See "Disneyland" on ABC-TV

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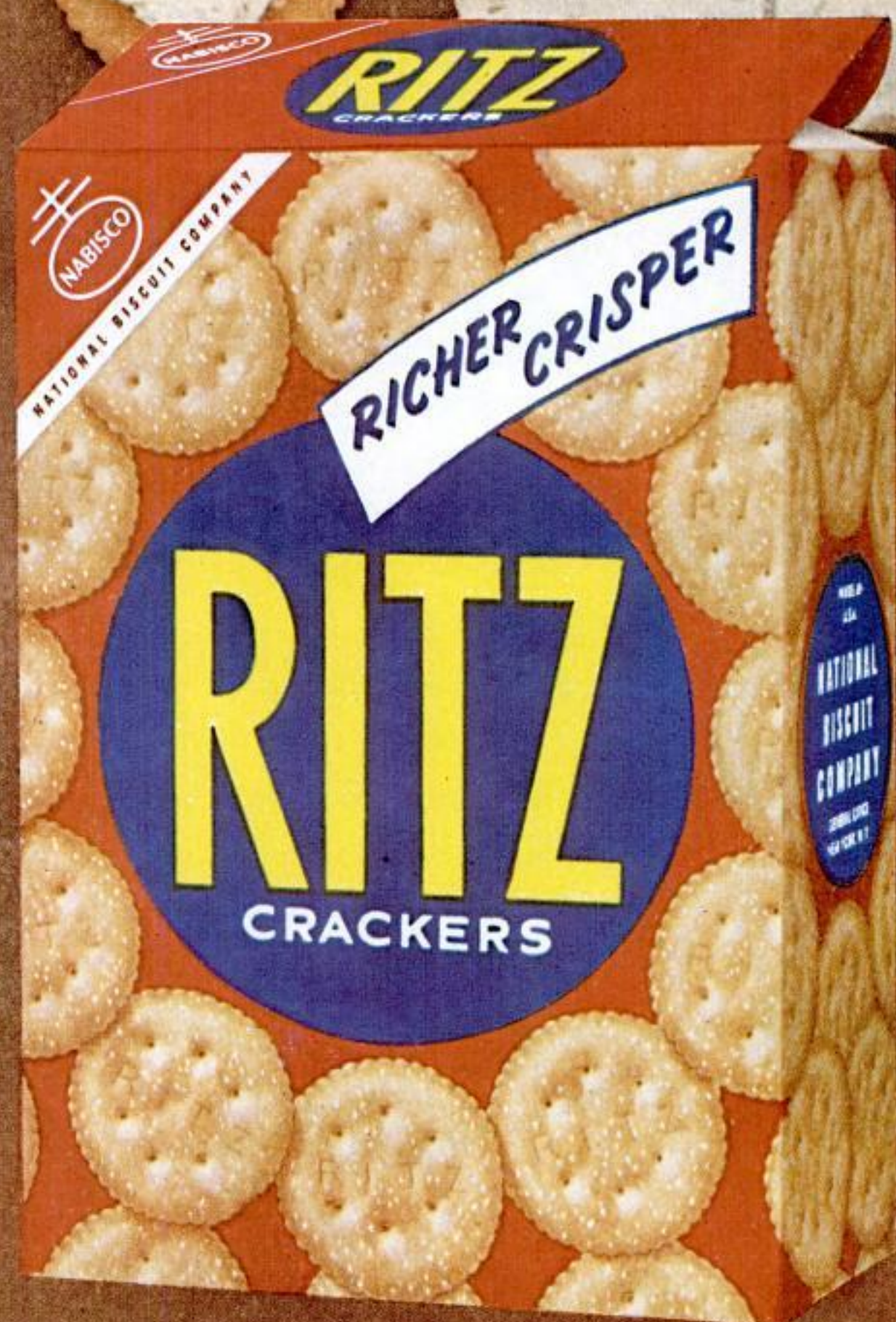
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Your short cut to superb hospitality!



Pontiac gives 'em all something to shoot at!



✱ They'll all have to go some to top this brawny beauty's record of hits! *Appearance, ride, handling, performance*—Pontiac chalks up the top score in every department! One look explains the styling honors . . . there's blue ribbon written in every breezy line. And it's just as easy to call the rest of the shots. Slip into the driver's seat and see.

In a single memorable mile, you'll discover the deep-chested gusto of Pontiac's all-new Strato-Streak V-8 engine, the hair-trigger reflex of its perfected controls, the cloud-like smoothness of Pontiac's new dimension in wheel suspension—Level-Line Ride!

And along with it all, you'll feel a new confidence, knowing that here is a car solidly proved from end to end in a history-making 100,000-Mile Marathon

Test Run! Come in, won't you? It's time you "zeroed in" on the sweetest number that ever ran off with the title of America's No. 1 Road Car!



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PROVED BY 100,000 MILES OF RUGGED ROAD TESTS

A RIVAL SHOW OF TEETH



CARLA KISE, 14



JOHN MYERS, 13



JOAN FETZER, 12



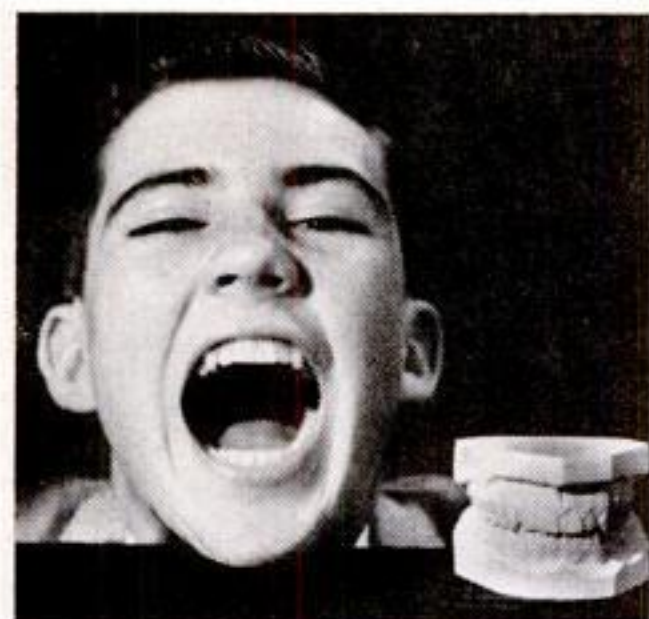
JAY BRUMMETT, 13



JERREL CLEVELAND, 12



LISLENE BREWER, 13



DANNY KENNEDY, 14



WILLIAM BUCK, 16

Smiles dazzle in a dental contest

A toothsome troop of youngsters gathered in Oklahoma City this month to flash their smiles in an unusual contest. They were finalists in a statewide junior high school search for the best teeth in Oklahoma. To promote the state's dental hygiene campaign, 700 dentists had peered into 50,000 young mouths, narrowing the field to 14, eight of whom are shown above with plaster casts of their teeth. Since all turned out to have perfect teeth, the final contest had to be based on infectiousness of smile, poise, alertness and personality. Dazzled by the discharge of youthful charm (*next page*), the judges went on to pick Joan Fetzer and Jay Brummett as King and Queen of Smile.

CONTINUED

Higher Quieter Smoother



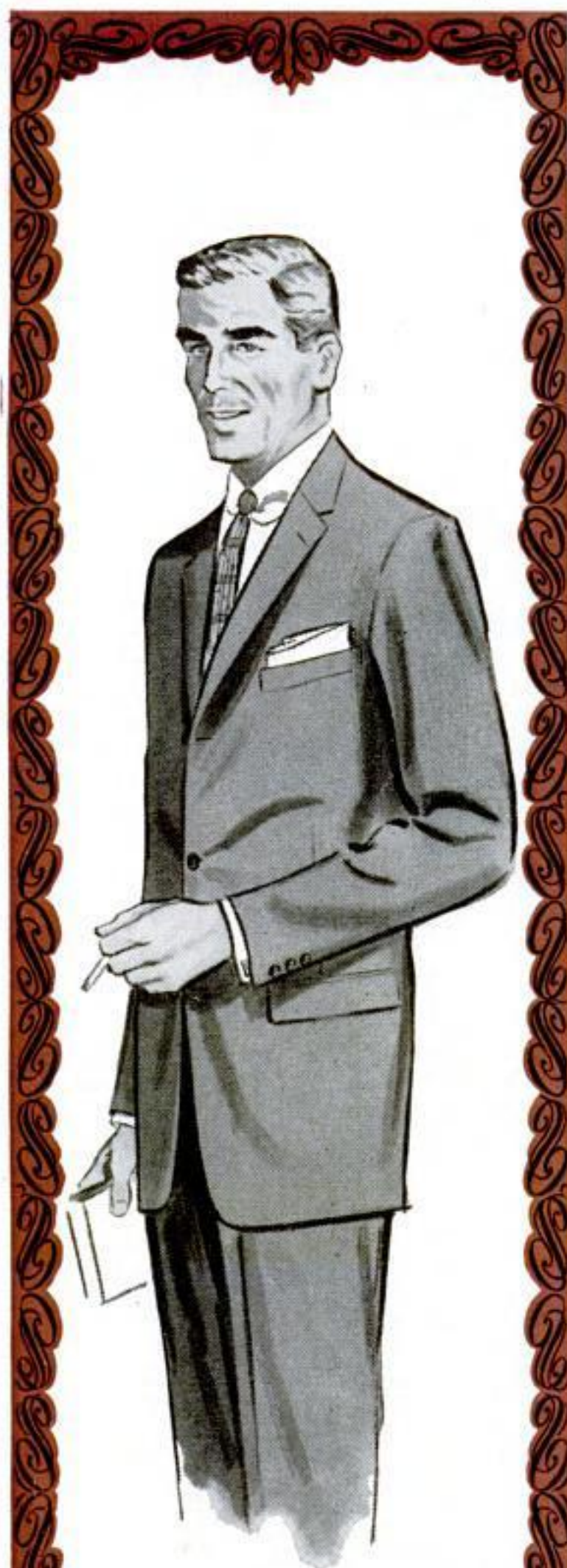
On this new kind of all-coach train, you live up where it's quiet and smooth-riding. Up where you get panoramic views from "a picture window 2,200 miles long." Only \$66.12 plus tax (including extra fare), Chicago-Los Angeles. Why not join us?

Ask us about having a rental car waiting for you on arrival.



New **HI-LEVEL**
El Capitan

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For two decades GULFTONE has been the standard for fabric perfection. In luster, richness of styling and all round wearability it stands alone among tropical worsteds. You can actually wear your Clima-Weight GULFTONE Suit, with pride, for as much as ten months out of the year. The suit of your future is available at fine stores everywhere.

For the one nearest you, write

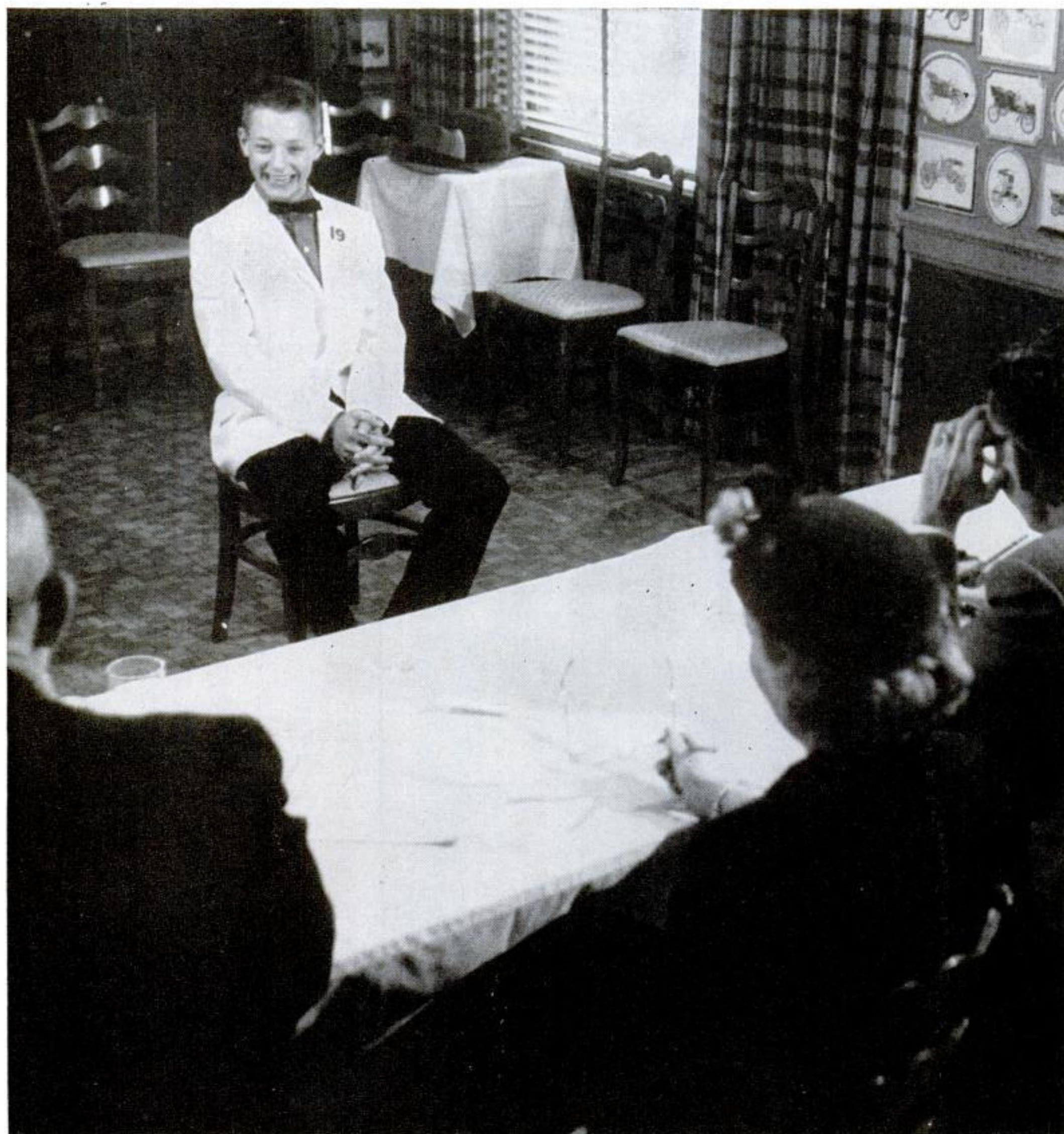
**STYLE-MART
CLOTHES**

Mayfield, Kentucky



MOST POPULAR among contestants was Carla Kise, who won a camera prize after being voted Miss Congeniality.

← **WARM GLOW** is radiated by winner Joan Fetzner of Woodward, Okla. before judges. Said she, "I always drink milk."



WINNING SMILE is flashed by Jay Brummett for panel in final contest. Brummett is page in the Oklahoma state

legislature. When asked what his favorite brand of toothpaste was, he replied, "I use whatever my sister buys."



ERNIE KOVACS, PRODUCER AND STAR OF NBC

"Martini drinkers are divided into two glasses," says Ernie Kovacs

But the on-the-rocks faction is growing. Why? Because Martinis on-the-rocks stay cold to the last sip. Whether poured over ice right from the Heublein bottle—or chilled with ice and served in the traditional cocktail glass—Heublein Extra Dry Martinis are always welcome.

Fresh from the world's largest bar, where they are expertly mixed of choicest liquors, each one is perfect. Nobody ever gets a dud. Keep a variety of Heublein cocktails on hand and keep your reputation as a good host. G. F. HEUBLEIN & BRO., HARTFORD, CONN.

EXTRA DRY MARTINIS, 75 PROOF; MANHATTANS, 65 PROOF; VODKA MARTINIS, 70 PROOF AND SIX OTHER POPULAR KINDS.

And for after dinner: Heublein full-flavored Cordials.  20 kinds, all at welcome domestic prices.

HEUBLEIN COCKTAILS

FULL-STRENGTH • READY-TO-SERVE



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*Birds Eye is the frozen food
with the BEAUTIFUL flavor*

Birds Eye Peas are so much *more* than just good food. Every sweet green pea is picked young and bright with color—double-checked for tenderness—bursting with *beautiful* flavor.

This beautiful flavor is frozen in just a few fresh hours after picking. **New Idea!** "Butter-Boil" Birds Eye Peas with 2 tablespoons each water and butter and a little salt. Boil, covered, until just tender—5 to 7 minutes; stir as needed. Wouldn't they taste good tonight?

*Some freeze food... **BIRDS EYE FREEZES FLAVOR***



Make it an all-Birds Eye meal. Serve Birds Eye Chicken and French Fried Potatoes with your Peas. Birds Eye Strawberries for dessert!

Products of General Foods

Save for yourself!

Save for your friends



NOW



Cut valuable coupon below
Take it to your grocer!

SAVE



10¢ on your purchase of
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BIRDS EYE PEAS

Extra Friendship Dividend. Send the names and addresses of two friends to: Birds Eye Frosted Foods, P.O. Box 103, Kankakee, Illinois. We'll send each of them a Pea Dividend. Write your name and address and we'll send you an *extra dividend*, too!

Good in continental U. S. A. and Canada.

**BIRDS EYE DIVISION
GENERAL FOODS CORP.**

57-154

DIVIDEND

Toward two packages of Birds Eye Peas

10¢

BIRDS EYE



Offer expires April 15, 1957. Mr. Grocer: Birds Eye will redeem this coupon for 10¢ on two packages of Birds Eye Peas plus 2¢ for handling provided: (a) you have taken it in exchange for a portion of the purchase price of two packages of Birds Eye Peas mentioned herein; (b) you present coupon to Birds Eye by mailing it to:
GENERAL FOODS CORP. COUPON REDEMPTION OFFICE •
P.O. BOX 103, KANKAKEE, ILL.

(Coupon will not be redeemed if presented through agencies, brokers, etc.); (c) you may mail it for redemption before April 30, 1957. Customer must pay any sales tax. Invoices proving your purchase (during previous 90 days) of sufficient Birds Eye Peas to cover coupons presented by you for redemption must be shown upon request. Cash value 1/20¢. This coupon is void if taxed, prohibited or restricted by law. Good only in continental U. S. A. and Canada.

TODAY

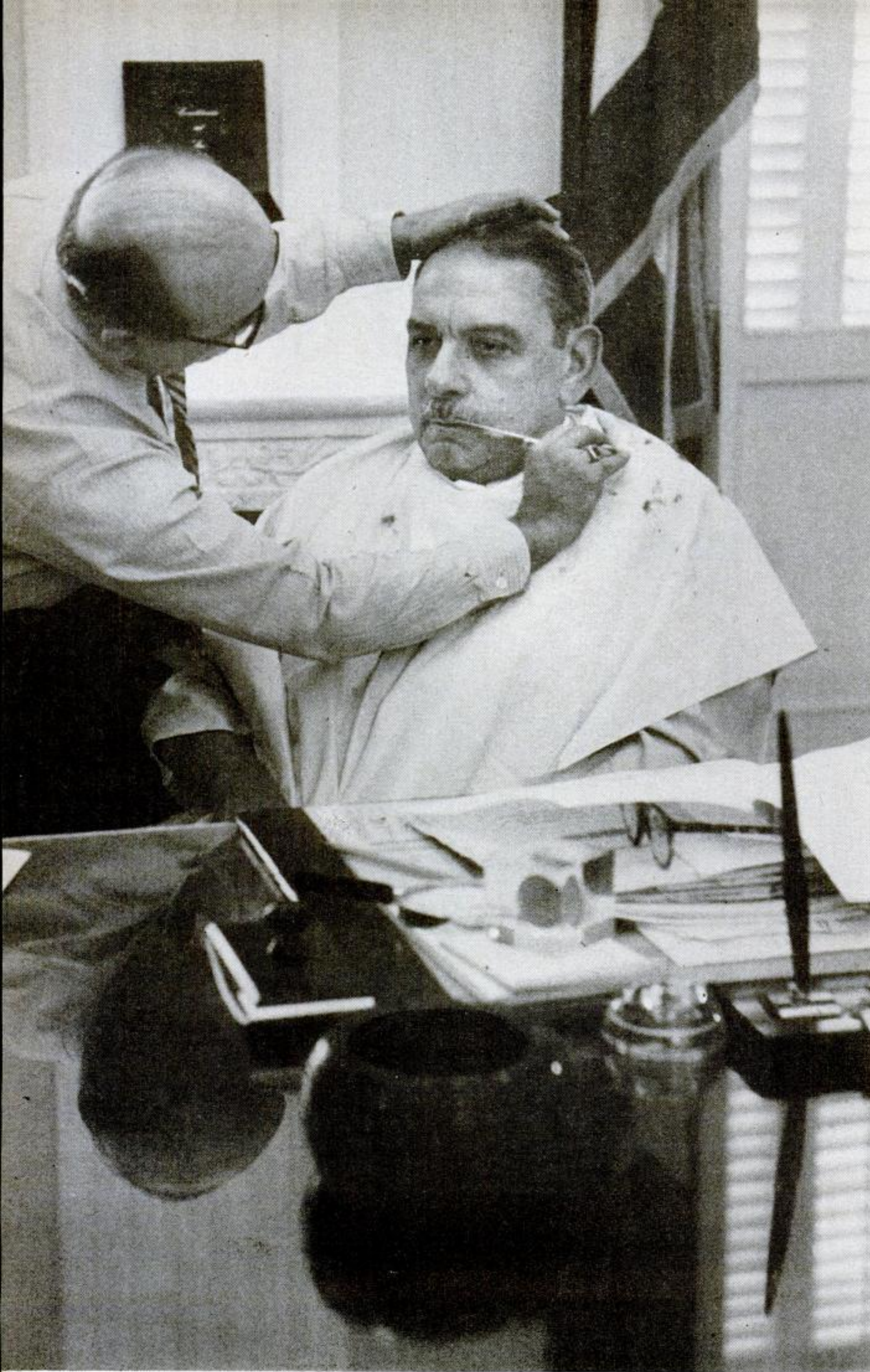
**Save the two Pea Labels for
Birds Eye's "Passport to Pleasure"
contest. Get an entry blank at
your grocer's.**

Please cut along edge of coupon

Offer expires April 15, 1957

CLOSE-UP

Muñoz: Energetic Idealist



AT START of day, Muñoz stoically gets mustache trimmed after haircut at gubernatorial desk.

"This happens once a month and I look bushy headed for the last two weeks. My desk is almost clean now but I'll tell you a secret—a busy executive with a tidy desk has a messy one somewhere where he does his work."

Muñoz plays ball at country place with his daughters Melo, 16, pitching, and Viviana, 17.

"I play ball whenever I can, sometimes here, sometimes at the beach with cabinet members. I like to bat but now I often get a kid to run to first for me."

NOWADAYS," says Luis Muñoz Marín, recently inaugurated for the third time as governor of Puerto Rico, "I devote much time to getting less votes. I don't like people to think of political leaders in paternal terms." But 400,000 Puerto Rican voters (his nearest opponent polled 86,000) think of bearlike, 59-year-old reformer Muñoz in just those terms.

Until 1940 their semitropical island was called "the slum of the Western world." It had a one-crop economy, no industry, a hopelessly dense population of over two million and a climbing birth rate. Says Muñoz, "there is an old P.R. saying that a man must do three things during life: plant trees, write a book and have sons. I wish they would plant more trees and write more books." Politically, ever since its cession to the U.S. in 1898, the island had been rocked by battles between vote-buying adherents of outright U.S. statehood and outright independence.

In 1926 high-minded Luis Muñoz appeared on the scene from New York, where he had been living as a poet, socialist and Greenwich Village bohemian. He had a patriotic heritage; his father, who had been resident commissioner in Washington, won U.S. citizenship for his countrymen and is still known as the George Washington of Puerto Rico. Muñoz himself turned to politics. In 1940, after he came down from the hills with strong peasant support, he swept into the senate presidency, and virtual leadership of the island. His platform was to forget statehood or independence and

CONTINUED



You create new glamour with Beauty Tone Bulbs!

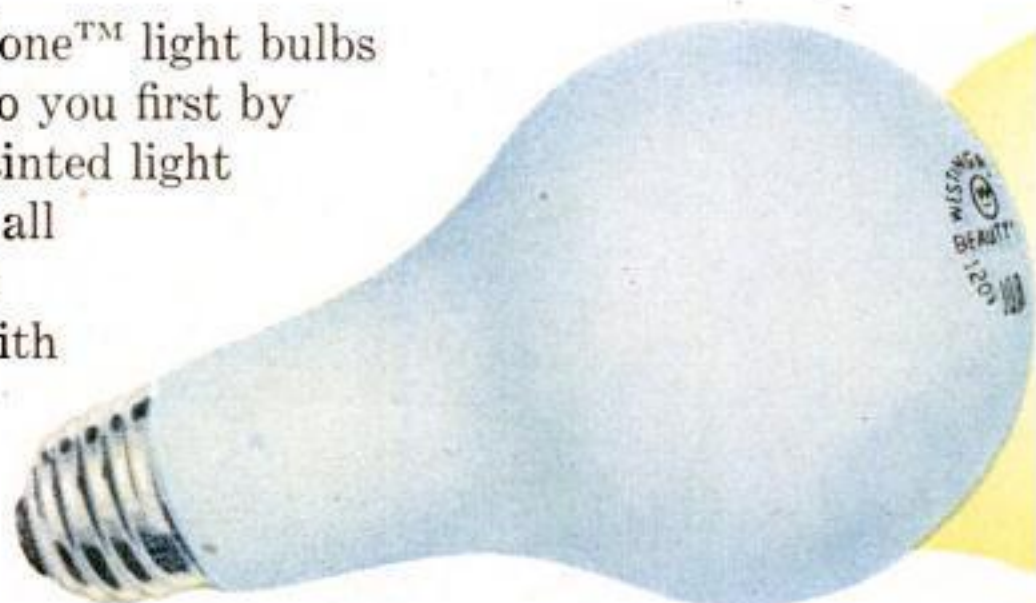


Gown by Ceil Chapman

Lighted with *Beauty Tone Aqua*, rooms look larger, cool colors look crisp and new!

Here's just *one* of the ways Beauty Tone™ light bulbs make magic in your home! Brought to you first by Westinghouse, this *complete range* of tinted light bulbs makes colors wake up and sing all around the house. Exclusive sealed-in tints, soft and subtle, lovely to live with . . . easy to see by. You'll create new glamour for *pennies* with this Westinghouse Beauty Tone trio.

Buy all three . . . for flattery!



Westinghouse Beauty Tone Aqua . . . "opens up" small areas, subdues confining colors. This refreshing, subtle tint was *decorator-selected*, is "decorator-right." Restfully glare-free to read by, too!



Westinghouse Beauty Tone Pink . . . new flattery for every complexion, for fabrics and wallpapers! But buy *all three* Beauty Tone tinted light bulbs—they do wonderful things for your home and *you*.

Westinghouse Beauty Tone Candle-light . . . so welcoming and gay! Brings out richness of woodwork, accents warm colors in fabrics . . . creates a party air that makes it even more fun to entertain.

**YOU CAN BE SURE...IF IT'S
Westinghouse**



Buy long-lasting Beauty Tone bulbs in 60, 75, 100, 150 watts and 3-way sizes

Best part of the program... when the *party-quarts* appear!

Like your beer deliciously cold? Most people do—and that's why you'll like Party-Quart Bottles. Guests naturally differ in consumption time, and the unserved portion of beer keeps cool in No-Deposit Glass Quarts 93% longer than in 12-ounce cans. The Party-Quart Bottle brings you thrift and convenience combined. Holds 5 full glasses. NO-DEPOSIT, NO-RETURN.



So convenient—NO-DEPOSIT Quart Bottles.

Glass bottles deliver full beer flavor—true beer taste.

No-Deposit Quart Bottles for group occasions. No-Deposit 12-ounce Bottles for individual use.

No-deposit glass quarts *keep beer cool 93% longer!*

NO-DEPOSIT, NO-RETURN BOTTLES
AN **(I)** PRODUCT

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GENERAL OFFICES • TOLEDO 1, OHIO



MUÑOZ CONTINUED

concentrate on the standard of living. He curtailed vote-selling by preaching, "You can vote and get justice or sell your vote and get \$2, but you can't get both."

In Puerto Rico's first elections for governor in 1948—and twice since—Muñoz was a shoo-in. His famous "Operation Bootstrap" (LIFE, May 21, 1956), by which he wheedled U.S. capital into building 420 factories by granting 10-year tax exemptions, quadrupled the island's income and transformed it from a pesthole to a shiny exhibit of democracy and free enterprise in action. For this Muñoz won the 1956 Freedom House award (former recipients: Churchill and Eisenhower). "Today," says Muñoz, "our main objective is to raise the pride of the people. I want them to think of themselves as not just one drop of water in a rain barrel but a special drop of water in a modern laboratory on which the eyes of the world are fixed expectantly."



IN GOVERNMENT plane, a twin-engine Beechcraft which Muñoz sometimes pilots briefly himself, he sets out for coffee country in the hills.

"There was a time when I definitely did not like to fly. Despite the improvement in our roads, now I have forced myself to like flying because it saves so much time. I find I can get almost anywhere I want by plane in 20 minutes."

Muñoz entertains guests by old cannon on his palace veranda.

"We're trying to interest Puerto Ricans in their history. When two towns argued over just where Columbus landed, we compromised and put a statue of Columbus in one of them pointing toward the other, saying 'It was over there.'"

Muñoz confers outdoors with Secretary of Treasury Pico.

"To get the standard of living the U.S. had in 1956, which we hope to do by 1975, we have to quadruple our income to \$4 billion. Even if we only do half that it will go far toward reducing emigration to the States."



CONTINUED



but
they
didn't
outgrow
their

FRUIT OF THE LOOM S-T-R-E-T-C-H SOCKS

GUARANTEED! Your children will *not* outgrow Fruit of the Loom S-t-r-e-t-c-h Socks...they'll fit perfectly from one birthday to the next! And they're also guaranteed to give complete satisfaction under the famous Fruit of the Loom Seal!

Mothers! S-t-r-e-t-c-h your clothing budget with *longer* wearing Fruit of the Loom S-t-r-e-t-c-h Socks...for boys and girls from toddlers to teen-agers. At F. W. Woolworth, and department and variety stores in your community.



**YOUR CHILD CAN GO
TO COLLEGE FREE!**

Enroll now in Fruit of the Loom Socks



\$50,000.00 "SCHOLARSHIP SWEEPSTAKES"

1,105 prizes! Nothing to buy! Just enroll your children's names at any Fruit of the Loom Sock Counter before April 15, 1957! Prizes are:
5 Four-year College Scholarships • 100 Sets of Compton's Pictured Encyclopedias • 1,000 Hammond's Encyclopedic Atlases.

Subject to Federal, State and Local Regulations



FRUIT OF THE LOOM SOCKS, 200 Madison Ave., New York 16, N. Y.



MUÑOZ pays an evening visit to bar of Treasure Island Hotel in mountains south of San Juan where he, in a group called "The 23," founded his Popular Democratic party in 1938.

"Our model was the party of F.D.R. We believed in equality for everyone. When we held a caucus our foes laughed at it as 'Boys' Week,' but then the people put us in power."



THE GOVERNOR sits with his family at three-acre country place which he used to rent, now has on a 16-year FHA loan. From left to right are daughter Melo, wife Inez, daughter Viviana.

"Our family portraits are always terrible. Mrs. Muñoz is always smiling. I used to have bad teeth so I got out of the habit of smiling. It looks as though someone had just told a joke she thought was hilarious and I didn't think was funny at all."



“Develop a flair for Italian cooking—in just 12 minutes!”



WHETHER your table overlooks the Fountain of Trevi or your own garden—you can enjoy really good Italian spaghetti. At home—Chef Boy-Ar-Dee makes Italian cooking easy!



Complete makings
in one box
with Meat or
Mushroom Sauce



Here's a secret you should know—if you love Italian cookery but think it's too complicated to attempt at home.

When you start with a box of Chef Boy-Ar-Dee Spaghetti Dinner, it takes you only 12 minutes to make spaghetti as Italian as Rome itself!

Everything you need comes in one box: a package of choice thin-strand spaghetti plus a can of rich red sauce, with meat or mushrooms (ready to heat, temptingly spiced with authentic Italian seasonings) . . . plus a can of mellow grated cheese to sprinkle on top.

Now—doesn't that sound tempting—and easy? Chef Boy-Ar-Dee Spaghetti Dinner costs only about 15¢ a serving, too—makes plenty for 3.

Make a note to get a box next time you shop—and try your hand at Italian cooking soon.

real Italian-style
CHEF BOY-AR-DEE®
Spaghetti Dinner

GREAT AGE OF WARRIORS AND TRADERS



MYCENAEAN GREEK

Soldiers of Homeric Greece and sailors of Phoenicia shaped European history

by LINCOLN BARNETT

*The day shall come, that great avenging day,
When Troy's proud glories in the dust shall lay
When Priam's powers and Priam's self shall fall,
And one prodigious ruin swallow all.*

HOMER, *Iliad*.

It was along the rugged shores of the Aegean Sea and upon its scattered craggy islands that the first epic developments of European civilization came to pass. The prelude was the swift flowering and mysterious extinction of Minoan culture which was described in the preceding essay of this series. The focus of action then shifted to the Greek mainland where a vastly more vigorous and warlike people became dominant for three centuries from 1400 to 1100 B.C. These were the Mycenaean Greeks, the heroes of Homeric legend who fought under Agamemnon, King of Mycenae, through the ten bitter years of the Trojan War. Virile, courageous, hot-tempered, they created a tradition that profoundly influenced the later Greeks of classical times. When their glory faded in the troubled aftermath of the Trojan War, the scepter of commercial power passed eastward to the sea-faring Phoenicians (see final pages of this article) from whose great cities of Sidon, Tyre and Byblos far-ranging fleets of swift merchant ships fared forth to the remotest regions of the ancient world. Adventurous in spirit and astute in trade, the Phoenicians dominated the Mediterranean littoral until the brilliant renaissance of Greece in the Eighth Century B.C.

Amid the indistinct movements of these restless people which can be defined through the clouded lenses of archaeology and myth, one great event stands forth in the vivid light of the written word. This is the conquest of Troy by the Greek expeditionary forces of Agamemnon and his allies, whose exploits are set forth in the *Iliad* and the *Odyssey*, the oldest literary masterpieces of the Western world. The recorded narrative of European civilization thus begins with the Trojan War in the 12th Century B.C. For despite the accretions of legend, there is no question that the later Greeks regarded the war as a chapter of their historic past. And although Homer lived 400 years later, he incorporated in his epics the main events of the conflict as tradition had preserved them. Stripped of the supernatural motivations with which Homer activated his account, the essential facts of the Trojan War which the Greeks universally acknowledged as history were these:

The *casus belli* was the abduction of Helen, wife of King Menelaus of Sparta, by Paris, the son of King Priam of Troy. In retaliation, the lords and chieftains of Greece mobilized their troops under the leadership of Menelaus' older brother, Agamemnon, and embarking them in a fleet of more than 1,000 ships sailed across the Aegean and laid siege to Troy. The struggle lasted from 1194 to 1184 B.C. Near the end, the two greatest warriors of the opposing forces, the Greek Achilles and the Trojan Hector, met in a personal combat in which Achilles was the victor. The Greeks finally captured Troy and obliterated it as a power of the Aegean world.

Modern historians suspect that the Greeks besieged Troy not over Helen but because of the control which the Trojans must have exercised over all traffic that passed their citadel above the Hellespont. Whatever the cause it is clear that some great conflict must have occurred. Excavations at Troy have shown that the city was destroyed by fire at about the date fixed by Greek tradition. In any event, the evidence of archaeological research indicates that the *Iliad* and the *Odyssey* convey a reasonably accurate picture of civilization during the Bronze Age

of Greece, and that the ways of life described by Homer reflect conditions in late Mycenaean times. The architecture of Homeric palaces parallels that of palaces uncovered at Tiryns, Mycenae, and Pylos (opposite page).

Apart from the picture provided by Homer, all other evidence of the origins and culture of these ancestral Greeks derives from the deductions of archaeology. The mainland of Greece was inhabited from about 4000 B.C. by a Neolithic people of unknown extraction. Some time after 3000 B.C. a new racial stock swept into Greece, perhaps from Asia Minor, and ushered in the use of bronze. It was not until after 2000 B.C., however, that the first true Greeks—i.e., they spoke Greek—appeared on the scene. Some scholars think they may have come down from the Balkans, others from lands to the east. But in succeeding centuries they spread from Macedonia to the Peloponnesus, establishing towns that would become famous in the Mycenaean Age. During the era from 1600 B.C. on, the Greeks were stimulated by contact with Crete. Yet the Mycenaeans preserved their individuality. Although women adapted the Minoan dress, with open bodices that left the bosom bare, the men wore totally different clothing, and unlike the clean-shaven Minoans, affected beards (above).

One of the most dramatic contrasts between the two cultures lay in the realm of architecture. The characteristic feature of the Mycenaean palace was the great hall or megaron, with a huge central hearth, surrounded by four fluted columns. But more important than detail, a fundamental difference in spirit distinguished Minoan and Mycenaean building. Where the priest kings of Crete dwelt secure in comfortable, rambling palaces, brightly colored and open to the warm sky, the Mycenaean kings seemed to have immured themselves in somber, heavily fortified citadels engirt with massive walls and watchtowers.

In the 15th Century B.C. the balance of power between Crete and Greece shifted to the mainland, and the Mycenaeans became undisputed masters of the Aegean world. In the next three centuries their commerce and cultural influence expanded throughout the entire eastern Mediterranean area. Mycenaean colonies arose on the islands of Rhodes and Cyprus. The fortified strongholds of the Mycenaean kings studded the land from the Peloponnesus to Thessaly, and many of the Aegean isles. The greatest of these were Pylos, home of King Nestor, Orchomenus in northern Boeotia, and the rival Argive cities of Tiryns, "famed for its walls," and Mycenae.

The age of the Mycenaean Greeks was essentially a feudal time—a time of unbridled energy and violence, a time of turmoil when cities and princes struggled for power, and when men respected strength and courage more than the gods of Olympus. It was also the age which engendered the literary traditions of classical Greece. For in addition to the Homeric epics, many of the immortal Greek legends had their origin in Mycenaean times. Mycenae itself was reputedly founded, long before Agamemnon's day, by the hero, Perseus, who slew Medusa, the Gorgon. Tiryns was associated with Hercules, Thebes was the capital of Oedipus, and Iolcus the port from which Jason and his Argonauts set sail in quest of the Golden Fleece. The Mycenaeans were thus the forebears of Aeschylus, Sophocles and Euripides, of Hesiod and Pindar, of Phidias and Praxiteles, and all the host of creative artists of later times who found their inspiration in the mighty men and mighty deeds of this half-seen, gold-misted heroic age. They were, in fact, the prime progenitors of the imperishable culture that a few centuries hence would dawn in Greece and shape the fabric of the Western world down to the present day.

Paintings by ALTON S. TOBEY and CARROLL JONES
Photographs by LARRY BURROWS and ELIOT ELISOFON

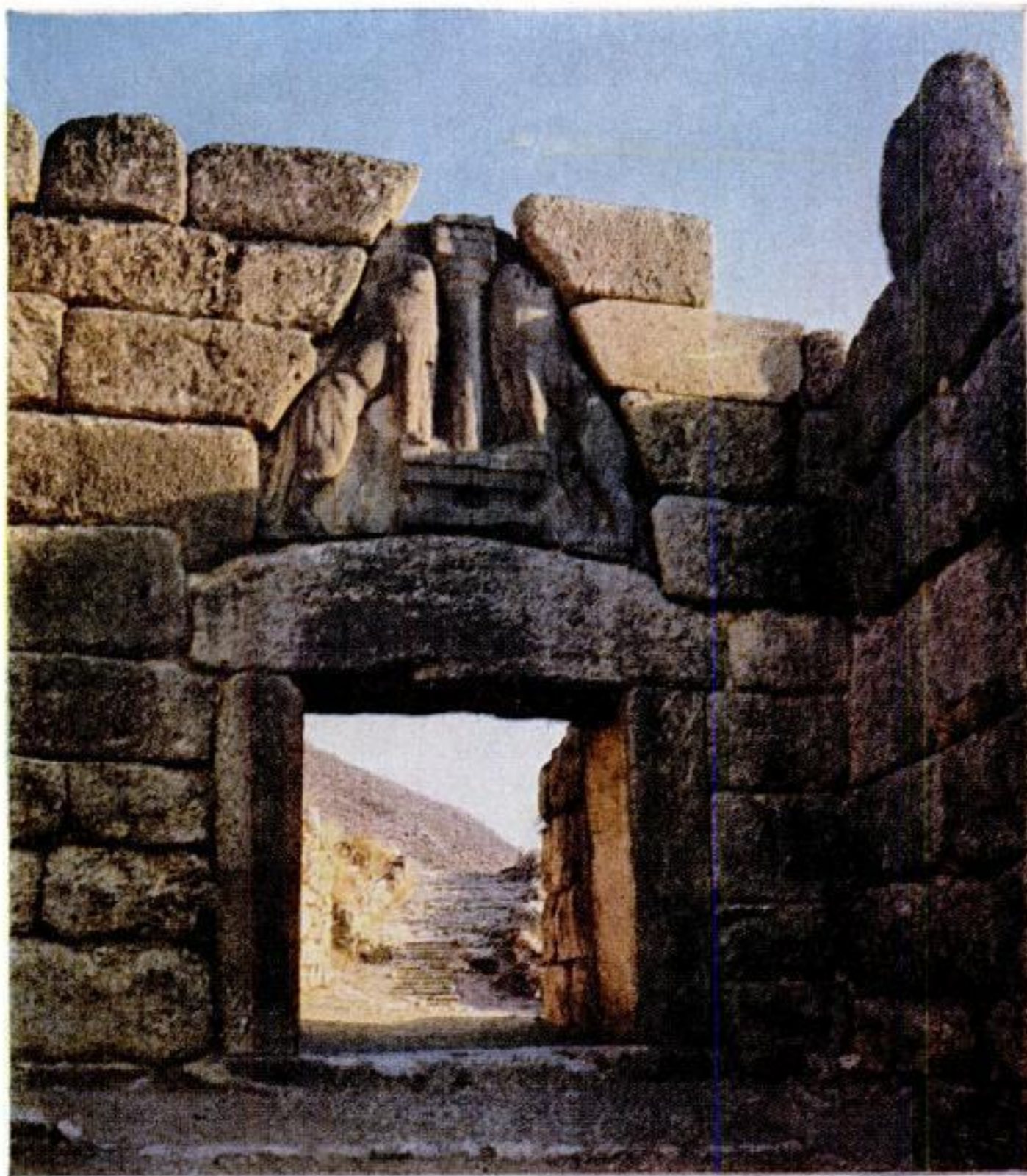


Alton S. Tobey

IN THE GREAT HALL of a Mycenaean palace, members of a royal household gather around the central hearth to listen as a minstrel strums his lyre and sings epic lays of brilliant heroes and their wondrous deeds. Servants meanwhile clear

away the remnants of the feast and tend the fire. The architectural details of the room shown in this painting are based on the great hall of the palace at Pylos, home of King Nestor, sage counselor of the Greek armies of the Trojan War.

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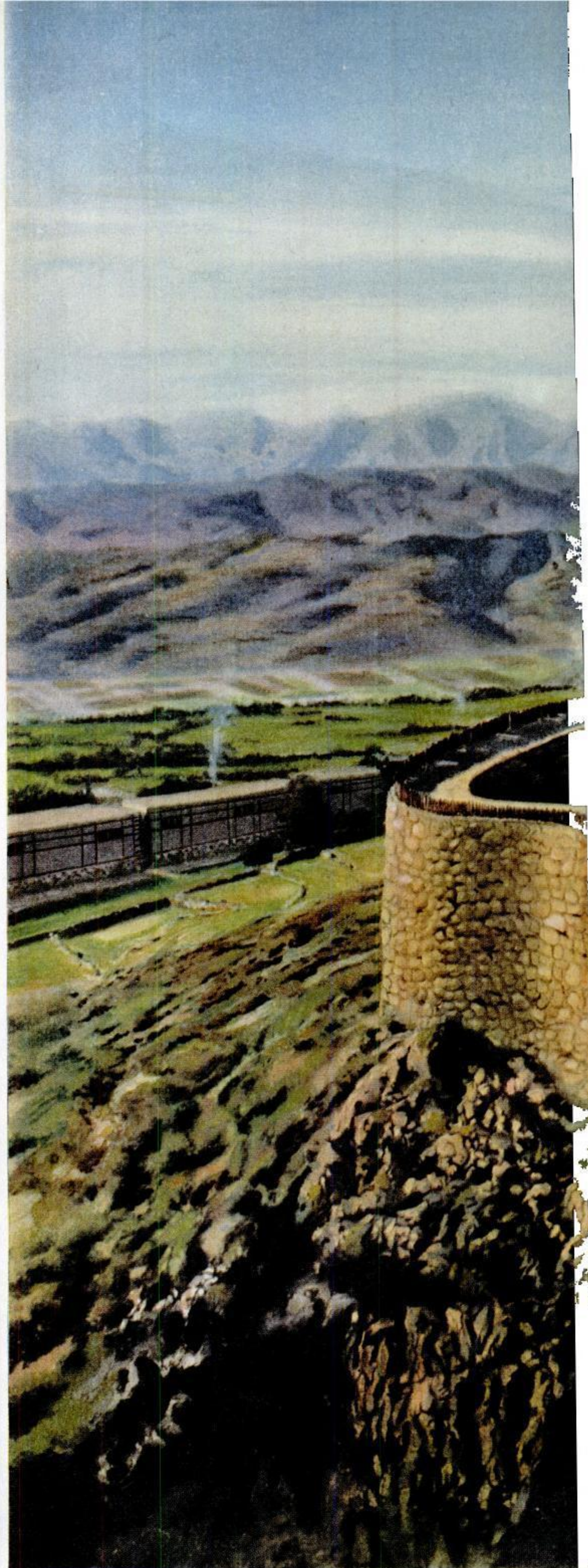
THE LION GATE, built after 1350 B.C., still guards the entrance to the citadel. The lions, now headless, represent the oldest example of monumental sculpture in Greece. In ancient times the gate was closed with double wooden doors.

CITADEL OF MYCENAE

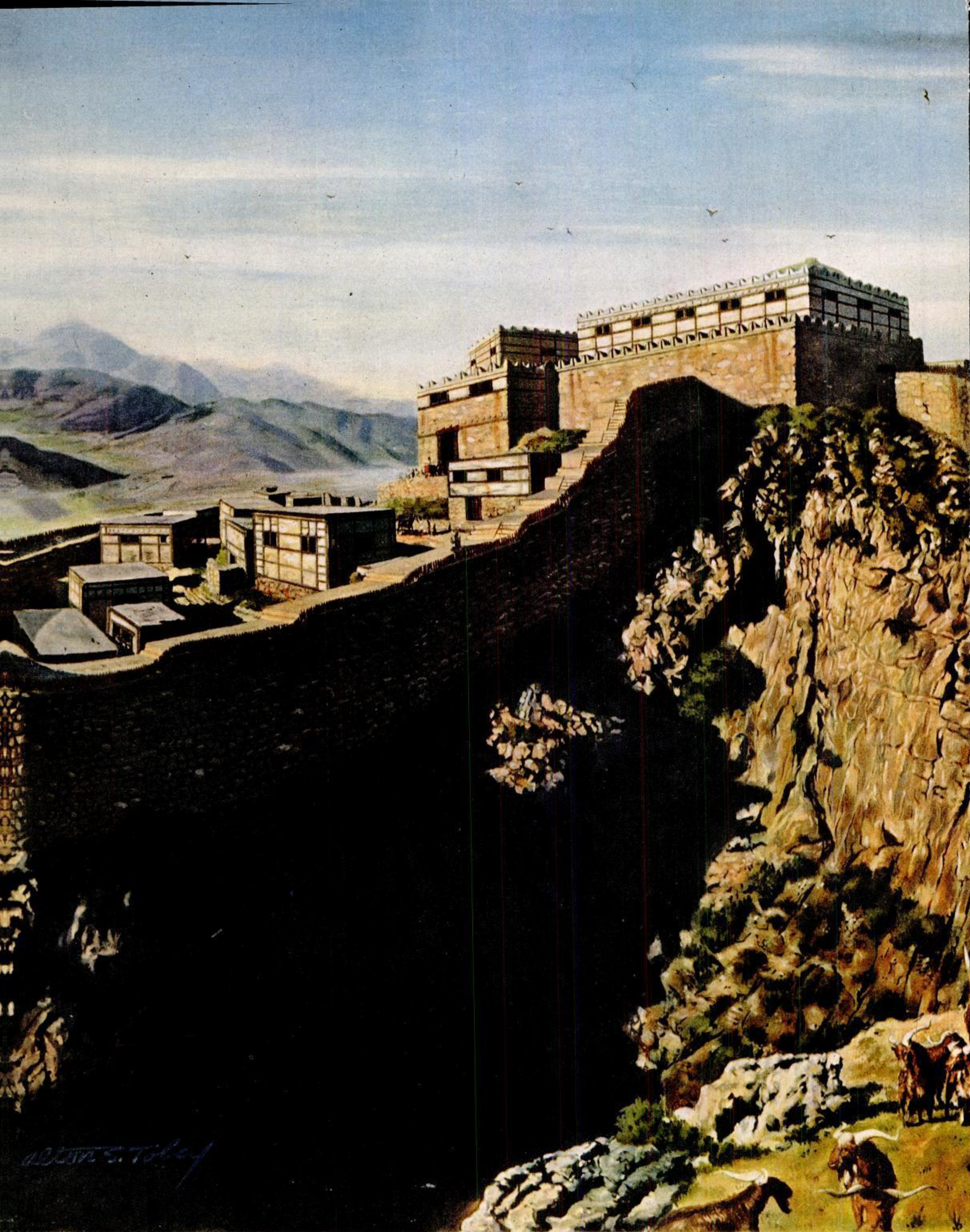
MYCENAE, "the strong-founded citadel," was the proudest and most influential city of prehistoric Greece. Its massive walls bestrode a jagged hill arising from the rich and fertile Argive plain. From its rocky promontory, gilded by the Aegean sun, the lords of Mycenae looked down upon green groves of fig and olive trees, vineyards and fields of barley. The source of Mycenae's wealth and power may have derived from copper mines in the adjacent hills. But the probable reason for her dominance was her situation at the mouth of several mountain passes, commanding a network of roads that connected the Isthmus of Corinth with the seaports to the south, thus giving her control of trade and commerce.

According to tradition, the site of Mycenae was fixed by an omen. One story relates that as Perseus wandered across the Argive plain the point of his scabbard fell off and he took this as a sign indicating the place where he should build a city. Another account held that he plucked a fungus from the ground, and when water flowed from it he named the place Mycenae—which in Greek means both "fungus" and "point of a scabbard." His city walls were supposedly built by the Cyclopes, one-eyed giants descended from the gods of earth and sky, who bore huge stones from the mountains and fitted them together with smaller stones to fill the crannies. Modern archaeology asserts, however, that Mycenae came into existence around 3000 B.C. Upon the advent of the first Greeks it became a flourishing community, growing slowly through the centuries as successive rulers enlarged its acropolis atop the old foundations. By the end of the 13th Century B.C. it had attained the full grandeur depicted in the painting at right. Access to the citadel was via a road ascending from the plain to the Lion Gate shown above. Towering over all was the king's palace, equipped with gracious apartments, a splendid throne room and a megaron adorned with frescoes of military scenes. Beside the royal household, certain citizens—officials, military leaders, artisans, servants—lived within the walls. Most Mycenaean commoners, however, lived outside in private houses on low ridges bordering the plain below.

No Grecian city bears a greater legacy of legend. After Perseus came Eurystheus, the king for whom the hero Hercules performed his 12 labors. But of all the great names in Mycenae's mytho-history the most renowned were the offspring of Atreus, whose bloody deeds were immortalized by Aeschylus in his trilogy, *The Oresteia*, which relates the story of Agamemnon's return from Troy, his murder by his faithless wife Clytemnestra and her lover Aegisthus, and their murder in turn by Agamemnon's son Orestes. Of all the cities in ancient Greece, Mycenae best epitomized Byron's lines, "Where'er we tread 'tis haunted, holy ground."



THE ACROPOLIS OF MYCENAE, capital of Agamemnon, crowns a craggy hilltop high above the ancient Argive plain. Surrounding the entire citadel are massive walls, 20 to 25 feet thick and perhaps 60 feet high, built of huge, irregular



limestone blocks. The loftiest building of the complex is the royal palace, reared in the 14th Century B.C. and remodeled in the 13th Century B.C. In this painting the official or state portion of the palace, containing the great hall, grand

staircase and throne room, is visible; the residential section is beyond, screened from view. The watchtower at right is constructed of well-shaped and evenly laid blocks of conglomerate stone. In addition to the palace the acropolis contains

FOLD OUT—DO NOT TEAR



thus remained in ferment, a feudal society of warring principalities ruled by jealous lordlings, touchy, suspicious, ever ready to spill blood.

Yet in the Greek martial character there was a unique esthetic element which distinguished the Homeric warrior from the belligerents of other ages: a pride in the grace and agility of the human body, a love of beauty in weapons and a veneration of the individual hero. It is apparent, from many descriptions in the *Iliad*, that both Greek and Trojan soldiers delighted in their glistening armament: "First he [Paris] placed along his legs the fair greaves linked with silver fastenings. . . . Afterwards he girt on about his chest the corselet. . . . Across his shoulders he slung the sword with the nails of silver, a bronze sword, and above it the great shield, huge and heavy. Over his head he set the well-fashioned helmet with the horsehair crest, and the plumes nodded terribly above it. He took up the strong-shafted spear that fitted his hand's grip."

Although the weapons described by Homer differ in some respects from those the Mycenaeans are known to have employed, the Homeric poems provide a generally accurate picture of warfare in the Bronze Age of Greece. The chief defense of the Greek warrior was his great shield, protecting his body from neck to below the knee but so cumbersome that a fallen fighter might be pinned beneath it. Secondary defenses included corselets of leather or bronze, greaves or shin guards, and helmets, variously equipped with cheek plates, horsehair plumes or horns. The principal offensive weapon was the spear rather than the sword which played a subordinate role along with the bow and arrow. The horse-drawn chariot was employed for transport rather than as a tactical weapon. There was no uniformity of armament in either the Greek or Trojan army. Each soldier equipped himself as his station in life allowed. In battle there appeared little organized maneuvering of troops, no indication



A BATTLE RAGES between the defenders of a Mycenaean city and an assaulting force. In foreground warriors fight over the body of a fallen attacker whose friends (right) struggle to drag him off. Their huge shields provide an effective defense.

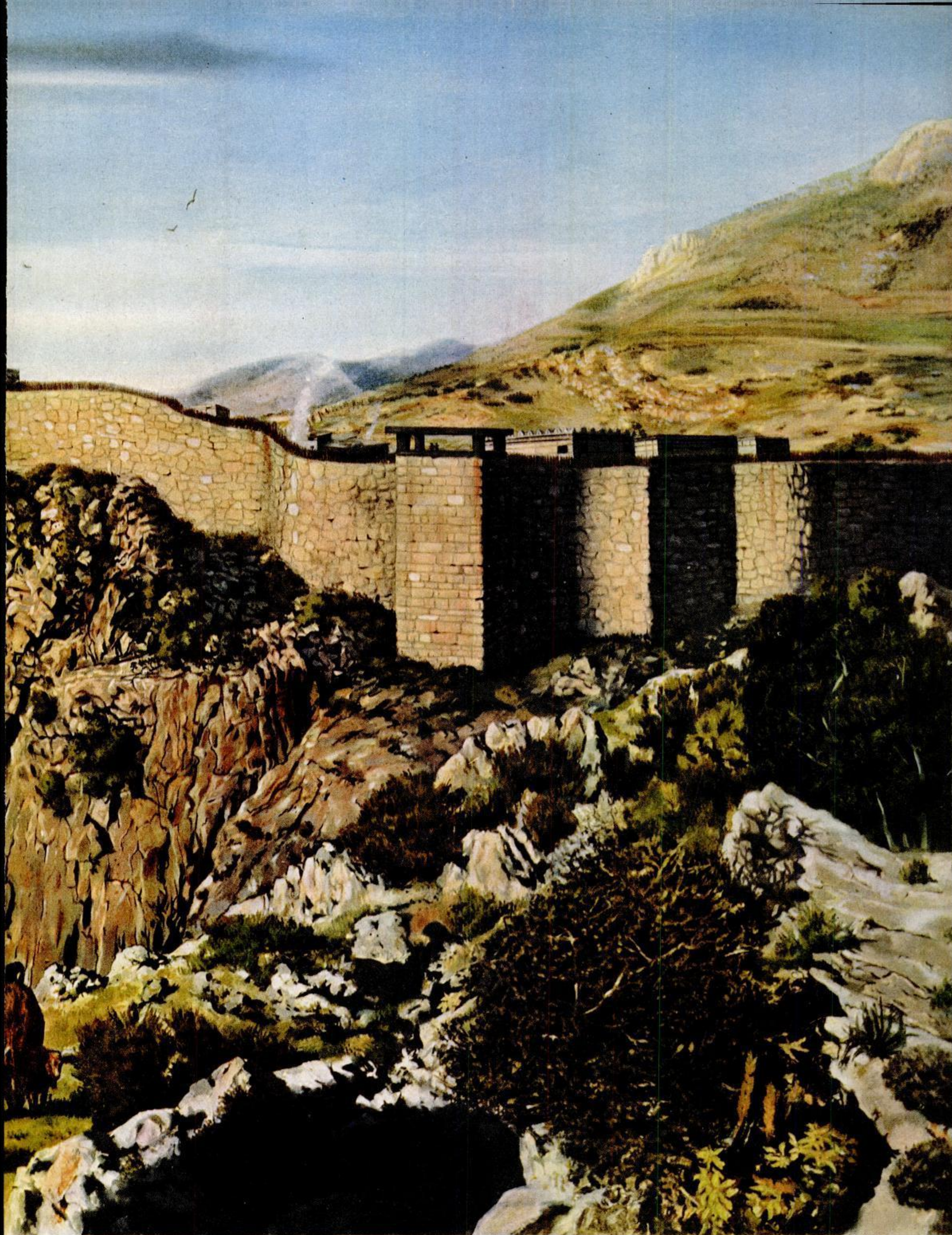
A WARRIOR carved in ivory and equipped with a boar's-tusk helmet was found in a house at Mycenae. This type of headgear is described in the *Iliad*: "... on the outer side the white teeth of a tusk-shining boar were close sewn . . . with skill."



HEROES IN WAR

TO the Homeric warrior, warfare was an integral part of existence. Odysseus observed, "Zeus has appointed the accomplishing of wars, from our youth even into our old age until we are dead, each of us." Thucydides, the historian, wrote that "in ancient times all Hellenes carried weapons because their homes were undefended and intercourse was unsafe; like the barbarians they went armed in their everyday life."

The mainland Greeks dwelt in a mountainous land, dissected by chains of craggy hills and deep indentations of the sea. Prisoned in narrow valleys and on scattered islands, divided from one another by natural barriers, they fragmented into small autonomous domains. And since the soil was limited and poor they fiercely defended their territory. Greece



a number of individual houses, occupied by officials and retainers of the royal household—flat-roofed, two stories high, built of stone, crude brick and timber, such as those shown in the area at left and partially visible above the walls at

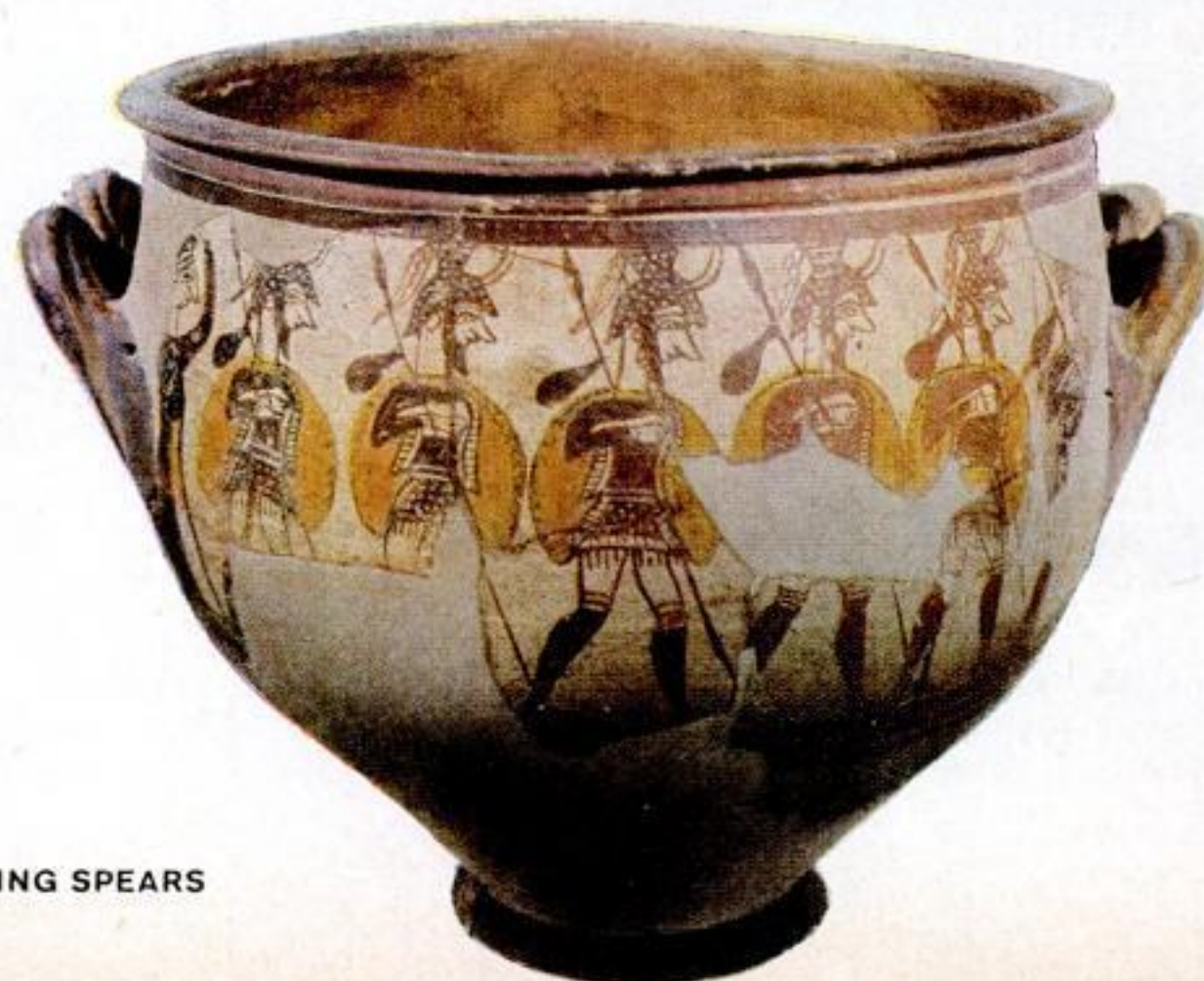
right. Outside (*left*), across a low valley and beside the main road to the citadel, stand three private residences. In the foreground a goatherd tending his flock gazes toward the citadel. The slopes of Mt. Hagios Elias rise in distance at right.

CONTINUED



of overall military direction or planned strategy. Agamemnon was not a general in the modern military sense. His army made no attempt to blockade Troy, nor any effort to cut off its food and water supply. Fighting was usually called off each evening because of darkness.

It was for such reasons perhaps that the Trojan War lasted ten years—a drawn-out succession of disorderly melees, punctuated by chance encounters between individual antagonists and occasional formal duels between famed heroes. The emphasis was all on the individual champion. And when one fell in combat (as in painting above), bloody battles were waged over his body. His foes tried to divest the corpse of weapons and armor, his friends tried to retrieve it for proper burial. So decisive was the hero's role that at one point Achilles turned the tide of battle by simply appearing, unarmed and shouting—"Three times across the ditch, brilliant Achilles gave his great cry, and three times the Trojans . . . were routed."



MYCENAEAN VASE SHOWS ARMORED, HELMETED WARRIORS CARRYING SPEARS



A LION HUNT in the highlands turns to tragedy as a fallen huntsman, encumbered by his heavy shield, is mauled by his quarry. To save him his comrades attack the lion with spears. In the distance a team of horses shy at the scene.



A DAGGER BLADE found at Mycenae depicts a lion hunt in gold and silver inlay on bronze. Two of the lions flee, while a third turns on the five hunters who are equipped with spears and shields. One man lies prostrate on the ground.

COMPETITIVE GAMES are held near "sandy Pylos," home of King Nestor, on the Ionian Sea. In foreground spear-throwers try their skill; beyond them are archers and lookers-on. From games like these the Olympic games later evolved.



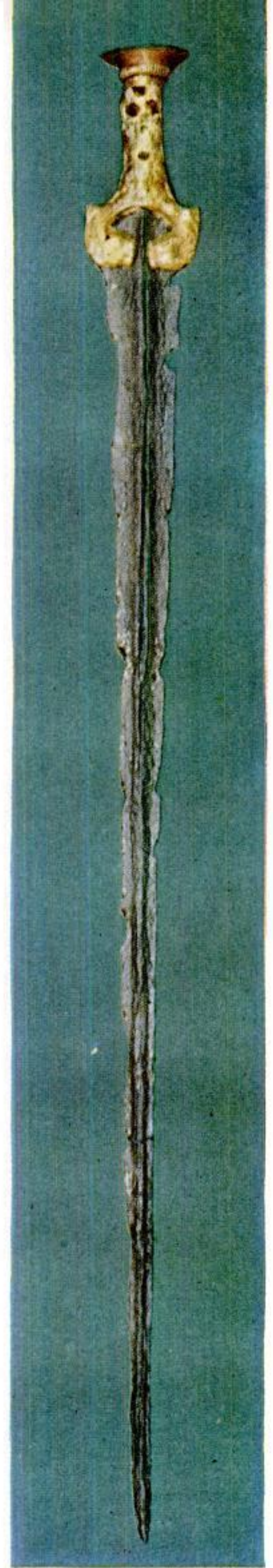
HUNTING AND GAMES

INTIMATELY related to the ancient Greeks' preoccupation with war was a love of hunting and other forms of physical prowess. No other people who ever lived placed greater value on the strength and agility of the human body. For in the hand-to-hand battles of the Bronze Age, the survival of the individual warrior depended on his ability to wield a spear, to parry blows with his heavy shield, and to endure the stress of prolonged and violent exertion.

Both the *Iliad* and the *Odyssey* describe athletic contests featuring boxing, wrestling and foot racing. At the funeral games for Patroclus, friend of Achilles, the events also included a spear-throwing contest (*below*), a duel with spears, a chariot race, weight throwing and archery. Describing the boxing contest between Epeios and Euryalos at the funeral games, Homer wrote: "First he pulled on the boxing belt about his waist, and then gave him the thongs carefully cut from the hide of a ranging ox. The two men, girt up, strode into the midst of the circle and faced each other, and put up their ponderous hands at the same time and closed, so that their heavy arms were crossing each other, and there was a fierce grinding of teeth, and sweat began to run everywhere from their bodies." In the end Epeios won by a knockout, and as a prize received a 6-year-old mule. Some modern scholars doubt that the Mycenaean Greeks held athletic contests analogous to those of later times. Yet the Olympic games, which began officially in 776 B.C., must have evolved out of a long athletic tradition, and the evidence of the *Iliad* and the *Odyssey* clearly indicates that organized games were established institutions of Greek culture by Homer's day.

There is abundant testimony to the fact that the Mycenaean Greeks were great hunters. In this distant time hunting was still motivated in part by the need for food. But all men in every age have also regarded hunting as sport, and the familiarity of the Homeric heroes with the delights and dangers of the chase emerges unmistakably from the recurring similes and images in which the poet compares warfare with the hunt: "And, as when two rip-fanged hounds have sighted a wild beast, a young deer, or a hare, and go after it, eagerly always through the spaces of the woods, and the chase runs crying before them, so the son of Tydeus, and Odysseus, sacker of cities, kept always hard on his heels and cut him off from his people."

In the mountain fastnesses of ancient Greece there also existed bigger game—bears, wolves and even lions—which descended into the valleys from time to time to harry domestic herds. The necessity of hunting lions to safeguard livestock was emphasized by Homer in such passages as: "... lions which as they prey upon the cattle and the fat sheep lay waste to steadings where there are men, until they also fall and are killed under the cutting bronze in men's hands." The perils of the lion hunt are most vividly set forth in Homer's description of the fight between Achilles and Aeneas: "From the other side the son of Peleus [Achilles] rose like a lion against him, the baleful beast, when men have been straining to kill him, the county all in the hunt, and he at first pays them no attention but goes his way, only when some one of the impetuous young men has hit him with the spear he whirls, jaws open, over his teeth foam breaks out, and in the depth of his chest the powerful heart groans; he lashes his own ribs with his tail and the flanks on both sides as he rouses himself to fury for the fight, eyes glaring, and hurls himself straight onward to the chance of killing some one of the men, or else being killed himself in the first onrush."



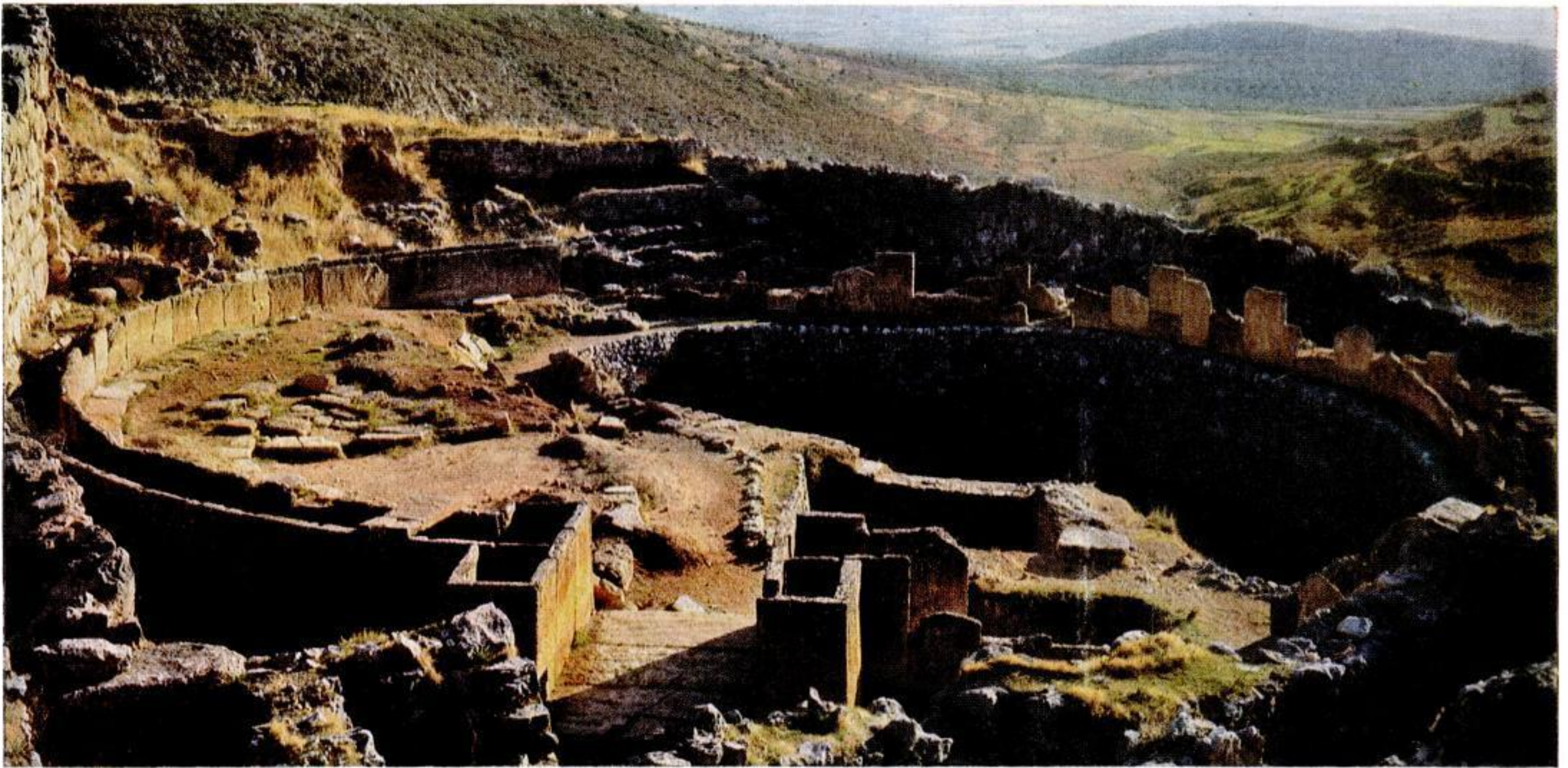
MYCENAEAN SWORD





A ROYAL FUNERAL takes place in an enormous Mycenaean tomb, built in the side of a hill. The bodies of the king and queen lie on the floor of the chamber, surrounded by mortuary gifts. Behind them stand a group of mourners including

a servant (*second in line at left*) and a dog, who will be killed to accompany their rulers in death. In the background at left workers prepare their place of interment. Just inside the doorway a flaming pyre consumes perishable offerings.



THE GRAVE CIRCLE at Mycenae protects the resting place of 19 members of the royal line. At the time of burial—between 1600 and 1500 B.C.—the bodies were lowered into graves cut vertically in the rock three to 16 feet deep. The

faces of the men were covered with golden masks, their chests with golden breastplates. The women wore golden jewelry. After 1350 B.C. a double wall of vertical stone slabs was erected around the graves to mark a sacred enclosure.

THE WANING OF MYCENAE'S HEROIC AGE

DURING the 12th Century B.C. the ancient world was riven by upheavals, invasions and civil war. The Egyptian Empire crumbled slowly after the death of the gaudy pharaoh Ramses II in 1224 B.C. The mighty Hittite Empire fell before the onslaught of barbarians. And Greece was disturbed by turbulence within. Less than a century after the return of Agamemnon's armies from the long and costly Trojan War, Mycenae, along with other Greek cities, was plundered and destroyed.

The entire century was marked by unrest and continuing mass movements of peoples. Perhaps as a consequence of the destruction of Troy, great numbers of Greeks began to cross the Aegean Sea and settle on the coast of Asia Minor. The first of these were the Aeolians from Thessaly and Boeotia who began to drift eastward around 1100 B.C. to the islands of Lesbos and Chios and the adjacent Anatolian shore. Later the Ionians from Attica migrated to the Cycladic islands and the southern part of the Asia Minor coast. Both of these migrations were gradual movements that extended over long periods of time and slowly set the stage for the later events of recorded history.

The migration which wrought the most profound changes in the political structure of Greece was the Dorian invasion—so named by modern historians. The Dorians were a branch of the Greek-speaking people who swept down from the northwest around 1100 B.C. Although their advent may not have been, in the strictest sense, an armed invasion, it nevertheless spread turmoil throughout Greece. Some of the Dorians halted in Thessaly and Boeotia, but the majority—bypassing Attica, the region of Athens—continued southward across the Gulf of Corinth and soon overran most of the Peloponnesus, save for Achaea and mountainous Arcadia. Others occupied Crete, Rhodes, the neighboring Aegean islands and parts of the Asia Minor coast.

According to Greek legend, the Dorians were led by the Heraclidae, the descendants of Hercules who were returning to claim their birthright in the land where their heroic ancestor had executed his 12 labors for King Eurystheus of Mycenae. Following one unsuccessful attempt, they came back again with the Dorians, according to Thucydides, in the 80th year after the Trojan War, slew the grandson of Agamemnon and made themselves masters of the Peloponnesus.

Although the coming of the Dorians coincided with the transition from the Bronze Age to the Iron Age in Greece, their advent produced no cultural advance. On the contrary, most of the major Mycenaean cities were destroyed at this time. Levels of craftsmanship declined from the esthetic standards exemplified by the golden Mycenaean cups shown on this page. Lines of overseas trade and communication were broken and the unity of Aegean culture was dispersed. Moreover, writing apparently disappeared. Though archaeology has thus far failed to disclose any undisputed evidence of literacy at this period—i.e., the early Iron Age—clay tablets found at Mycenae and Pylos, inscribed with the so-called Linear B script (*LIFE*, Jan. 21), proved that the Greeks could read and write before the Dorian invasion. But no other specimens of writing are known in Greece between 1200 B.C. and the development of the Greek alphabet in the Eighth Century B.C.

The three and a half centuries following the Dorian invasion are little known and

have been called the Greek Dark Ages. It was during this interlude that the enterprising Phoenicians made themselves the intermediaries of cultural exchange in the Mediterranean world. Yet the period was a formative one during which the population mixture created by the early Greek migrations blended and fused into the compound that produced the historic Greeks whose energy and creative genius would later engender the glories of the Golden Age.

Beginning around the Eighth Century B.C., Greece began to flower again. In the products of Greek artisans there was a renaissance of the Mycenaean tradition. Traders and adventurers wandered ever farther afield. Greek colonies spread from the Aegean eastward into the Black Sea, southward to the African coast and westward as far as Italy, Sicily, France and Spain. The feudal principalities of Mycenaean times evolved into city states, ruled at first by tyrants, later by democracies. By 500 B.C. the morning of classical Greek culture was at hand. Soon the great days of Pericles and Alcibiades, Socrates and Plato, would dawn in Athens. (This brilliant era lies in the realm of formal history and so falls outside the scope of this *Epic of Man* series.)

Mycenae itself rose again from the ashes of the Dorian destruction, and a sanctuary sacred to the goddess Athena was reared atop the citadel. During the Persian war a contingent of Mycenaeans fought among the heroic defenders at Thermopylae. Yet the ancient city's troubles were not over. In 468 B.C. war broke out between Mycenae and the neighboring city of Argos; and in the bitter conflict that followed, the Argives captured the city, sold the Mycenaeans into slavery and despoiled the citadel. In the Third Century B.C. Mycenae revived briefly as a dependency of Argos. But its glory was fled, and four centuries later when the geographer Pausanias passed across the Argive plain the site was again deserted. Viewing the ruins with an antiquarian's eye, Pausanias wrote, "... parts of the wall are still preserved as well as the gate over which lions stand. These ... they say are the work of the Cyclopes. ... In the ruins of Mycenae there is a fountain called Perseia and underground buildings of Atreus and his sons where their treasures were. There is a tomb of Atreus and there are also tombs of all those whom Aegisthus murdered on their return from Troy after entertaining them at a banquet. ... Another is the tomb of Agamemnon ... and one of Electra. ... Clytemnestra and Aegisthus were buried a little outside the wall, for they were not deemed worthy of burial within it, where Agamemnon lies and those who were murdered with him."

Some of the relics which Pausanias noted can still be seen. The massive Lion Gate, the remains of the great Cyclopean wall and the fountain of Perseus are still there. The graves which Pausanias identified as those of Agamemnon and the other victims of Aegisthus were probably among the ones within the so-called Grave Circle (*opposite page, bottom*). And in the hillsides round about, there still remain the nine vast vaulted tombs where Mycenaean warrior kings were laid to rest 3,000 years ago. Of these the greatest is the one called the "Treasury of Atreus" (*top, opposite page*), whose stately dome remains intact today in testimony to the genius of some unknown architect. Though now a crumbling cataract of rocks, the citadel of Mycenae still wears an aureole of majesty, dreaming atop its austere hill in the clear light of the golden Grecian sun.



"NESTOR'S CUP," so called because it is similar to the one described in the *Iliad* as belonging to King Nestor, was found in the excavation of the Grave Circle at Mycenae. Less than six inches high, the cup has handles adorned with golden doves.



GOLDEN CUPS, found in a Mycenaean tomb at Vaphio, reveal the skill of metalworkers of early Greece. Each is slightly over three inches high and is made of two sheets of gold, the inner one left smooth, the outer one decorated in relief. On the cup at left a herdsman tugs at a rope tied to the hind leg of a bull. At right a bull is shown running full gallop.

CONTINUED

THE PHOENICIANS: ROVERS OF THE SEA

Bold mariners and merchants carried westward a legacy of ancient cultures and their own invention, the alphabet



PHOENICIAN PLATE

"Thither came Phoenicians, men famed for their ships, greedy knaves, bringing countless trinkets in their black ship."

HOMER, *The Odyssey*, Book XV

DURING the Dark Age of Greece, between the destruction of Mycenae and the dawn of classical Hellenic culture, an interlude of three-and-a-half centuries elapsed when the conduct of trade passed from the Greek cities to the fleets of an enterprising people on the eastern shore of the Mediterranean Sea. As the dominant merchants and artisans of their time, the Phoenicians might well have impressed their Greek customers as "greedy knaves." But their legacy to the Western world was incalculable. For not only did they carry the ancient and sophisticated civilization of the Near East to a still semibarbarous Europe, they also bequeathed to posterity a priceless Phoenician invention: the alphabet.

The Phoenicians were strategically situated to carry out their historic role of cultural and economic middlemen between Hither Asia and Europe. They dwelt on the coastal plain where the modern states of Lebanon and parts of Syria and Israel now stand, at the hub of a great circle of civilization bounded by the Tigris-Euphrates Valley in the east, the Egyptian Empire in the south, Crete and Mycenae in the west, and the Hittite Empire in the north. Although Phoenicia was a pleasant land climatically, suitable for the cultivation of wheat, barley, onions, melons, olives, figs and grapes, its economy was not, at the peak of its power, exclusively agricultural. Owing to the exigencies of history, the Phoenicians became the greatest sailors, explorers, artisans and merchants of their day. Never especially creative or original in thought, as were the Sumerians and the later Greeks, the Phoenicians triumphed by adaptability and daring. Their civilization was compounded of the most useful inventions, skills and philosophies of their more inspired neighbors. From Mesopotamia they obtained the wheel and the plow, from Egypt a knowledge of hieroglyphic writing, and from the Mycenaeans motifs in metalwork and pottery design.

A Semitic folk, whose language was related to that of the Assyrians and Israelites, the Phoenicians had no tribal name for themselves, but neighbors to the north called them Canaanites, and their land Canaan. Historically and biblically, Phoenicia and Canaan are identical. The first Phoenician cities arose before 3000 B.C. and evolved into city states, each with its own king but no one of them powerful enough to enforce political union. For most of its long history, therefore, Phoenicia was dominated by the great empires around it. From about 2600 to 1200 B.C. it languished under an Egyptian rule which waxed and waned in proportion to the strength of the pharaoh on the Egyptian throne. Periodically the Phoenician rulers rose in revolt. Yet even at the height of Egypt's empire, trade relations between the two countries remained largely in the hands of the Phoenicians whose great city of Byblos developed into a major transshipment point for their exports—especially wood from the cedars of Lebanon upon which treeless Egypt was dependent for ships, furniture and domestic building.

In the 13th and 12th centuries B.C., shortly before the Dorian invasion of Greece, the Phoenicians suffered a catastrophe which effected enormous changes in their way of life. Nomadic tribesmen, the Aramaeans and the Philistines, descended on them in successive waves from the north, while the Israelites moved in on them from the south. By 1200 B.C. the Phoenicians had lost nine tenths of their land. All that was left of their once expansive territory were their strong city bastions, such as Tyre, Sidon and Byblos, built for the most part on islands and peninsulas along the sea, and small strips of hinterland which could be defended from these fortresses. With most of their farmlands and local markets gone, the Phoenicians turned with intensity to foreign trade.

From the tall cedars of Lebanon which mantled their mountains the Phoenician shipwrights fashioned fleets of merchantmen sturdier and more capacious than any ever built before. Manned by skillful crews and slave oarsmen, the Phoenician ships ventured ever farther from home, through waters ravaged by fierce pirates, beyond the Aegean to Malta,

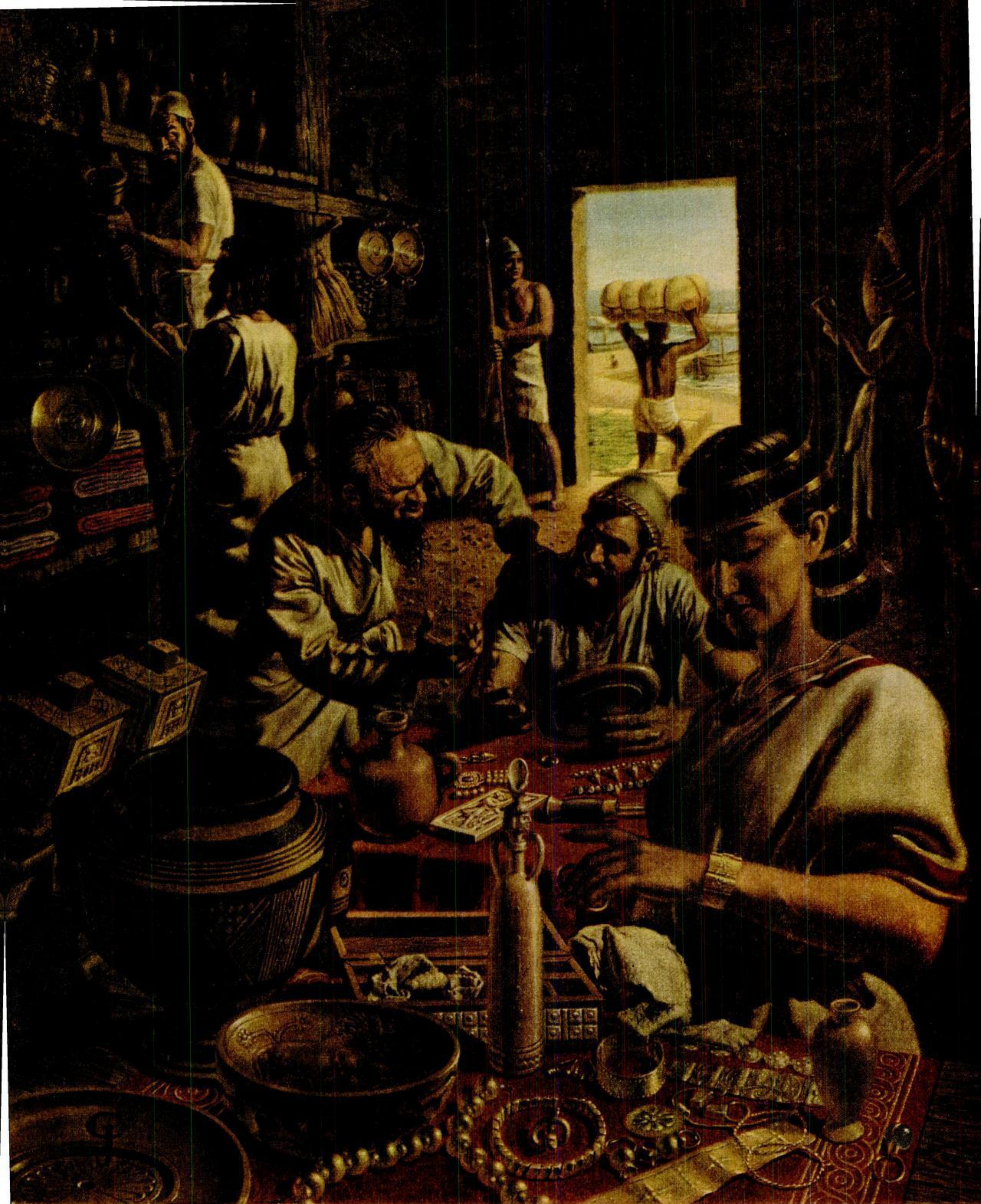
Sicily, Sardinia and around Gibraltar to the Atlantic coast of Spain. There is evidence that when the tin deposits of the Near East began to run out, the Phoenicians sailed all the way to Britain in quest of this crucial metal. Their crowning achievement was the circumnavigation of Africa about 600 B.C. in the service of the Egyptian pharaoh Necho.

In some lands the Phoenicians landed only briefly, traded for a few days and then set sail. Their wares included plates and bowls of gold, silver and bronze; shields of bronze and spear points and daggers of gray iron; bottles of ivory and smooth pottery filled with perfumes and unguents; and fine-textured wools and linens dyed purple and red. Purple dye, made by a secret process, was their prime specialty. In ancient times purple was the color of kingship and the dye so expensive to produce that few other than kings could afford it.

At the end of their longer trade routes the Phoenicians set up permanent colonies—small fortified villages which later grew into great cities that rivaled Sidon and Tyre. One of these was Cadiz, founded about 950 B.C. Even greater was Carthage, which eventually challenged the power of Rome. In response to the influx of raw materials and the development of new markets abroad, the Phoenician seaports became studded with vast warehouses and workshops, where crude products from overseas were wrought into fine goods and consigned for shipment abroad. Although enemy armies waited recurrently outside their walls, the Phoenician cities maintained their prosperity for 300 years and carried on business as usual. Food and water were brought in by sea. Their harbors and roadsteads were guarded by the most powerful navy of the ancient world.

As assiduous merchants and businessmen, the Phoenicians kept careful records of their transactions by means of a new and ingenious form of writing, simpler than any hitherto known, and so simple that literacy would never again be the monopoly of professional scribes. Like all great inventions the alphabet evolved from a synthesis of ideas—it did not spring into being full-blown. A millennium before the Phoenicians, the Egyptians had a rudimentary alphabet, consisting of 24 signs standing for 24 consonant and semiconsonant sounds of their language. The Egyptians never recognized these symbols as basic phonetic elements and continued to use them in conjunction with the hundreds of pictograms and ideograms that composed their elaborate lexicon. Some time before 1700 B.C. the Phoenician scribes, rejecting the cumbersome Egyptian system of hieroglyphs, took an important short cut: they selected one symbol for each consonantal sound in their language. The Egyptians, for example, had a hieroglyph showing an ox and another showing a house. The Phoenician (*i.e.*, Semitic) word for ox was *aleph* and the word for house was *beth*. So they let each symbol stand for the first sound of the word it represented. Thus *aleph* became "a" and *beth* became "b"—just as in elementary readers today "A" is for "apple" and "B" is for "boy." The Phoenician *aleph-beth* series is the direct ancestor of all alphabets of the Western world.

Some time between the Ninth and Eighth centuries B.C. the Phoenician alphabet of 22 symbols was adopted by the Greeks with a few alterations. They added vowels and some symbols which the Phoenicians did not have. But basically the Semitic system persisted, even to the names of its letters: *i.e.*, the Phoenician (and later the Hebrew) letters *aleph*, *beth*, *gimel*, *daleth* became the Greek letters *alpha*, *beta*, *gamma*, *delta*, and so on. Although the Phoenicians utilized their great invention primarily for business purposes, clay tablets found at ancient sites have revealed a well-developed Phoenician literature, much of it religious. And this literature exerted a profound influence on the Old Testament, including Ezekiel, Isaiah, the Psalms, Proverbs, Job and the Song of Solomon. "There can no longer be any doubt that the Bible has preserved much of the best in Phoenician literature," Dr. W. F. Albright, dean of American biblical archaeologists, has observed. "Through the Bible the entire civilized world has fallen heir to Phoenician literary art." And through the Phoenician alphabet the entire world fell heir too to the art of writing.



A PHOENICIAN WAREHOUSE beside waterfront at Tyre stores finely crafted goods for transport to markets of the ancient world. At table in foreground a girl packs wrought gold and jewelry into an ivory box. Behind her a merchant and

an exporter haggle over a golden plate. At left a scribe and his assistant take inventory of shelves stocked with bolts of colored cloth, pottery and clay jars of oil and unguents. Outside, a Negro slave carries merchandise out to the quay.

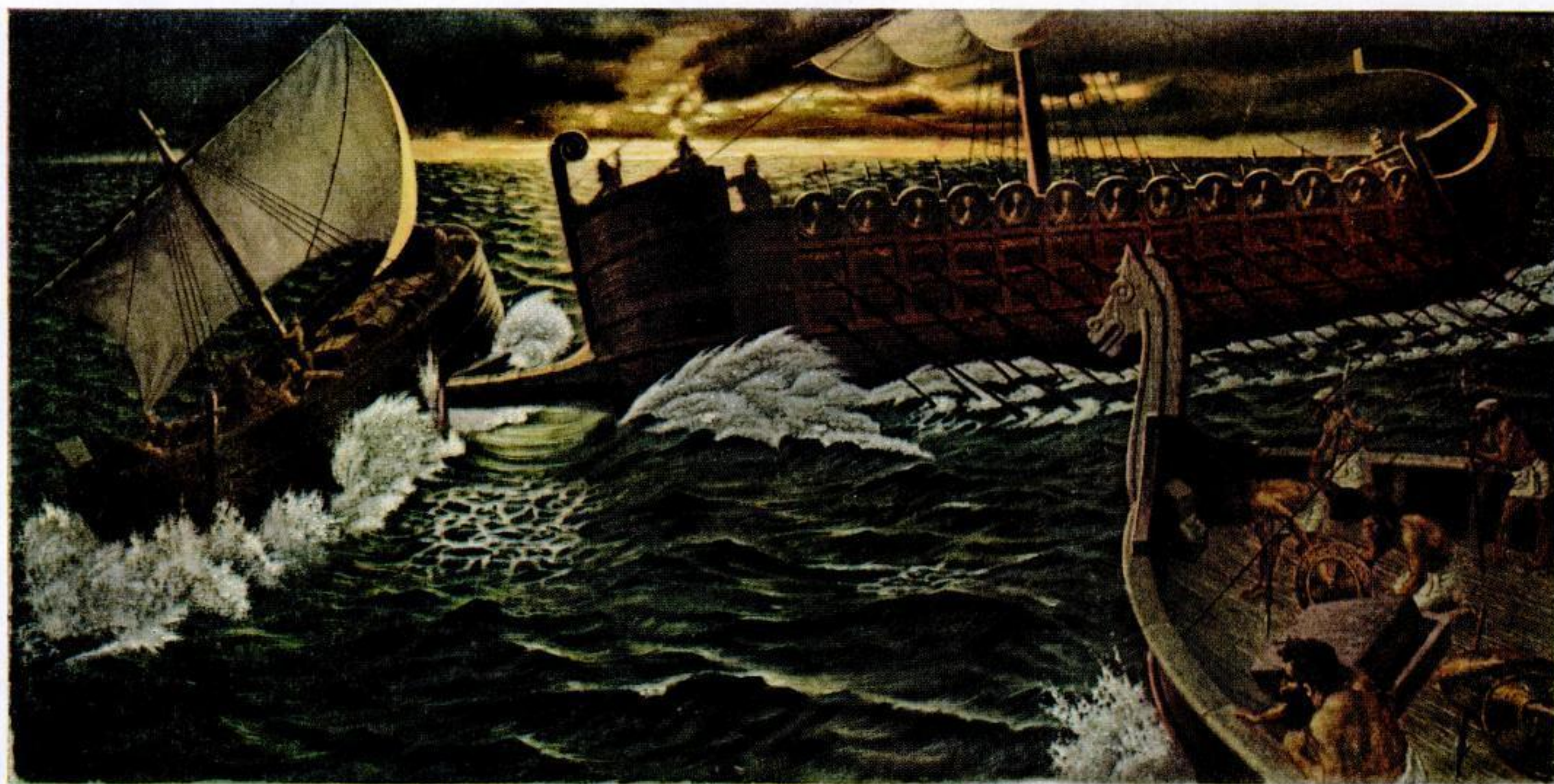
CONTINUED

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IN THE HARBOR AT TYRE, a group of skilled Phoenician shipwrights and their slave assistants shape the skeleton of a merchant vessel from stout beams hewn from the cedars of Lebanon. In the background at left, ships, recently returned

from far places, unload the produce they have received in trade for their export cargoes. At right a soldier, wearing the characteristic conical cap of Phoenician men, urges on slaves who are carrying fresh timbers into the shipyards. In the



A PHOENICIAN WARSHIP rams a merchant vessel from a foreign city, while another merchantman in the foreground prepares for battle. The attack is an overt act of piracy, for in the perilous seas of the ancient world no commerce

was safe. The warship is a bireme, propelled by a sail and double banks of slave oarsmen, who are protected from harm by lattice screens. On the upper deck soldiers align their shields against the rail to ward off enemy arrows and spears.



distance, behind them, busy longshoremen load bales and boxes of manufactured goods onto fat-bellied merchant ships which will transport them to the remotest ports of the Mediterranean and even the Atlantic Ocean. Out past the ships and

the long quay lies the sea wall built by the Phoenicians to protect their busy anchorage. Situated on an offshore island, defended by its sea wall and an efficient navy of powerful warships, Tyre was for centuries invulnerable to invasion.



UPON A BEACH IN GREECE Phoenician merchants display their wares to local villagers. In the left foreground a Greek woman feels the texture of a Tyrian woolen. By the tent pole a man who has tried on a purple robe admires himself

in a mirror, while at right some Greek warriors inspect the quality of Phoenician weapons. In the left background a Greek exhibits female slave to the Phoenician seamen. In center background sailors carry baskets of grain aboard their ship.

CONTINUED



A COPPER REFINERY by the Red Sea, operated by Phoenician metallurgists, turns out ingots for King Solomon of Israel. Here impure copper ore has been placed in clay crucibles set in charcoal pits. Fierce winds blowing constantly

from the north fan the fires to intense heat. The refined copper will be carried by Phoenician ships, chartered by Solomon, to foreign markets and traded for exotic goods such as gold, perfume and spices. In background lies the Gulf of Aqaba.

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3. Cover tightly and simmer 12-14 minutes or until all liquid is absorbed.

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EPIC OF MAN CONTINUED



PHOENICIANS, WHO ROUNDED AFRICA IN 600 B.C., WATCH A NATIVE DANCE

THE PHOENICIANS AND BIBLE KINGS

LIKE all peoples of the ancient world, the Phoenicians succumbed in time to the recurrent onslaughts of avid, restless and predatory competitors from beyond their frontiers. Their first adversaries were the Aramaeans, Philistines and Israelites who swept into their homeland—the Land of Canaan—from the north and south in the 13th Century B.C. By stripping them of the bulk of their domain the invaders turned the eyes of the Phoenicians seaward and converted them into the greatest mariners and traders of all time. By the end of the 12th Century B.C. the Israelites had planted their roots firmly in the hills of Canaan and had begun to absorb the heritage of their defeated precursors. The Hebrews thus became the heirs of Phoenician culture.

The Phoenician legacy to the Hebrews included the alphabet, better tools and weapons, musical forms and instruments, religious motifs, poetic style and art and architecture. There is biblical evidence that the Hebrews depended on Phoenician craftsmen and mariners for both domestic industries and foreign trade. The palace of King David was constructed of stone and cedar of Lebanon by masons and carpenters consigned by the Phoenician king, Hiram of Tyre (969-936 B.C.).

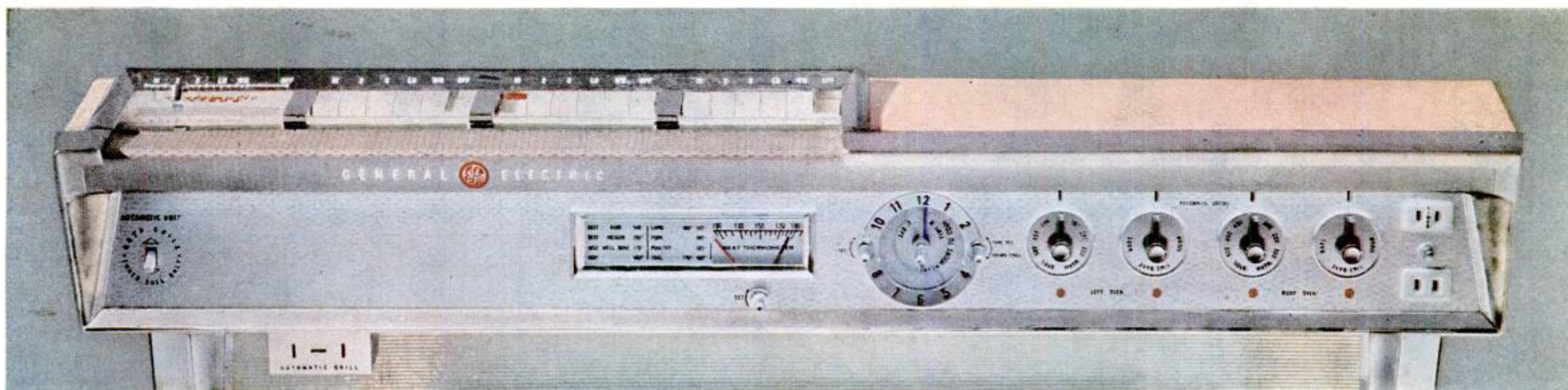
David's spectacular son, Solomon (960-925 B.C.), who brought the Hebrew monarchy to its zenith, reared his own famous palace with the aid of Phoenician artisans and builders; laboring for 13 years, they embellished it with cedar wood in such profusion that it became known as the "house of the forest of Lebanon." Solomon also employed Phoenician architects to construct his splendid temple in Jerusalem on the site now occupied by the Dome of the Rock. Designed on the plans of a Canaanite sanctuary, Solomon's temple incorporated Phoenician motifs; many of the workers were Phoenician subjects.

Solomon fed the treasuries of his lavish kingdom from the proceeds of commerce maintained by Phoenician-built ships, manned by Phoenician sailors recruited from the service of the Tyrian king, Hiram. Part of Solomon's merchant fleet was based at Ezion-Geber, at the head of the Gulf of Aqaba, whence his expeditions set sail along the Arabian and African coasts in quest of frankincense, ivory, gold and jewels.

CONTINUED

DISCUSSION OUTLINES

For educators and adult discussion groups, LIFE is preparing a discussion outline on each chapter of "The Epic of Man." To order at cost (\$1 for complete set covering whole series; 15 or more sets at the rate of 15 for \$10), write TIME INC. Educational Services, Room 1430, 9 Rockefeller Plaza, New York 20, N.Y.

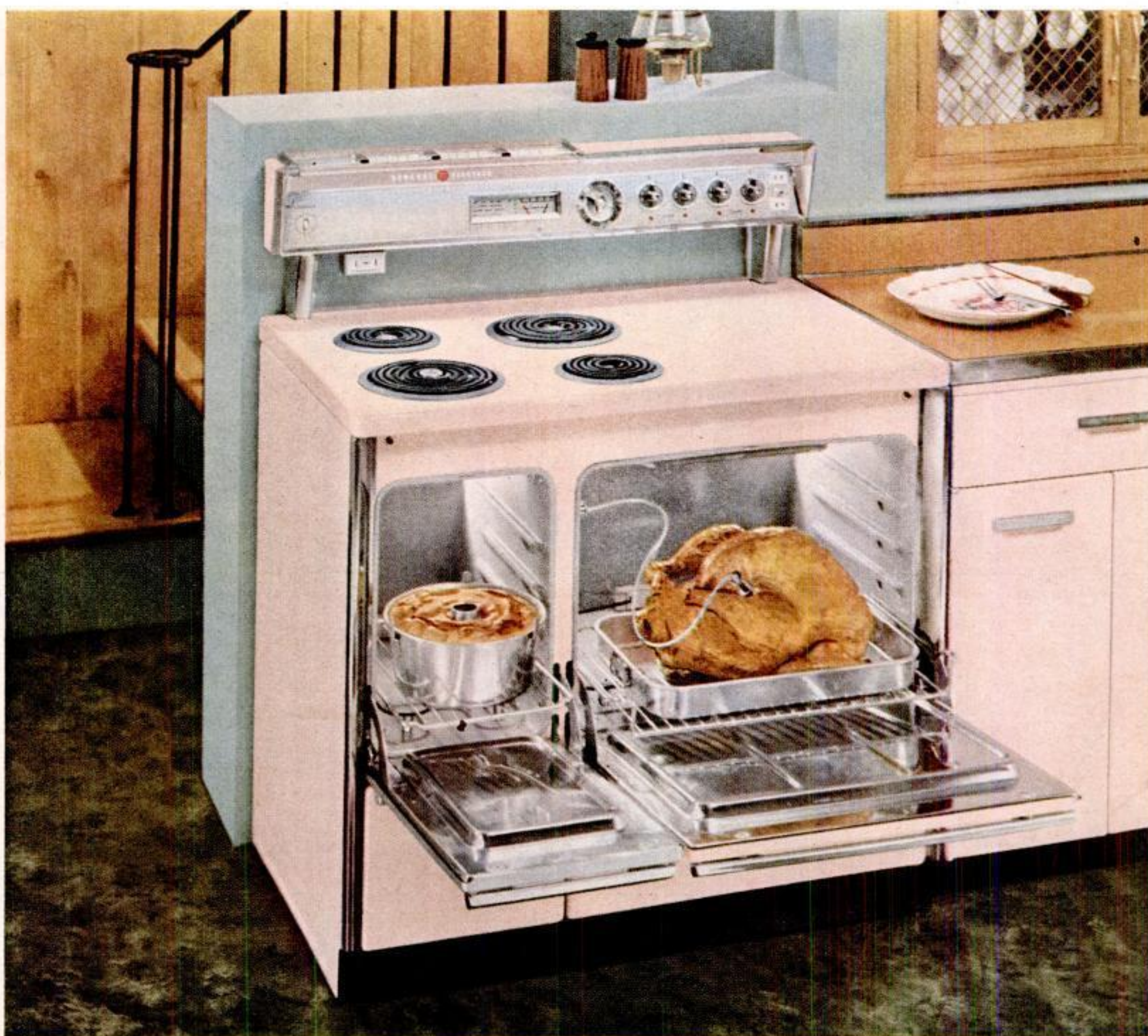


Press a key, turn a dial, and your beautiful General Electric Keyboard range does the cooking. Its controls keep pans and automatic griddle at the exact heat you set. It cooks with light-up pushbuttons. It watches your roast and even tends oven meals while you're away.

A small down payment can put a G-E Keyboard range in your kitchen, installed and ready to use. See it in 30-inch and 40-inch models, at your G-E dealer's. He's in the yellow pages of your phone book under "Ranges." General Electric Company, Appliance Park, Louisville 1, Ky.

New General Electric **Keyboard** range

... takes over baking, boiling, roasting, frying, broiling. It even grills sandwiches—automatically



Even this 20-pound turkey looks small in G.E.'s widest oven ever. Easy to use. And so easy to clean because the oven door lifts off, broiler pulls out, self-cleaning bake unit swings up and out of the way. 40-inch model shown has two auto-

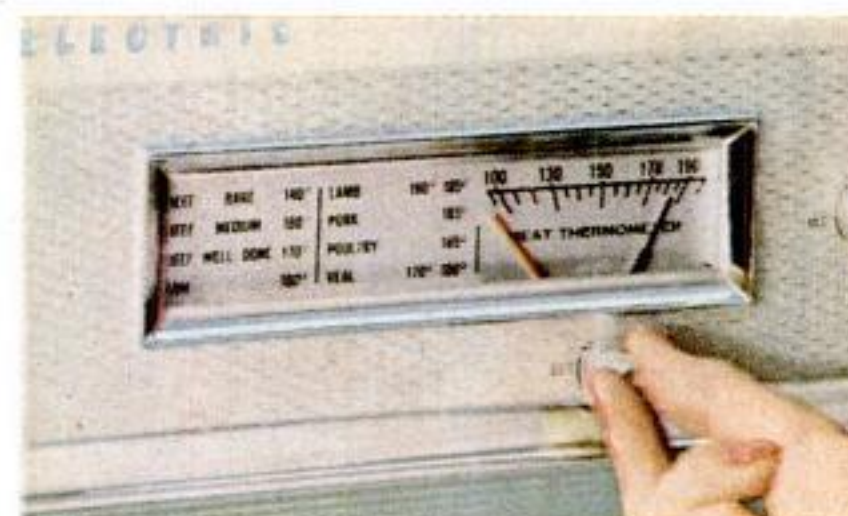
matic ovens; bake and broil at the same time. Same model available with one oven. 30-inch model has the same Keyboard features and wide oven. All ranges in Mix-or-Match colors, pink, yellow, turquoise, woodtone brown, satin white.

Keyboard ranges ... so fast, so clean, so dependable

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Cook perfect pancakes—8 at a time. Grill bacon, sandwiches, automatically. New automatic General Electric griddle heats evenly all over. It's lightweight and stores easily in range drawer when not in use.



Roast and broil meat rare, medium, or well done, with the new General Electric meat thermometer. No guesswork or peeking. Buzzer sounds when meat's ready. It takes over cooking—automatically.



Set the new two-in-one automatic unit and forget it until food is ready. Inner coil can be used separately for small utensils, or both coils for large utensils. Quickly brings food to temperature you set and holds it there.

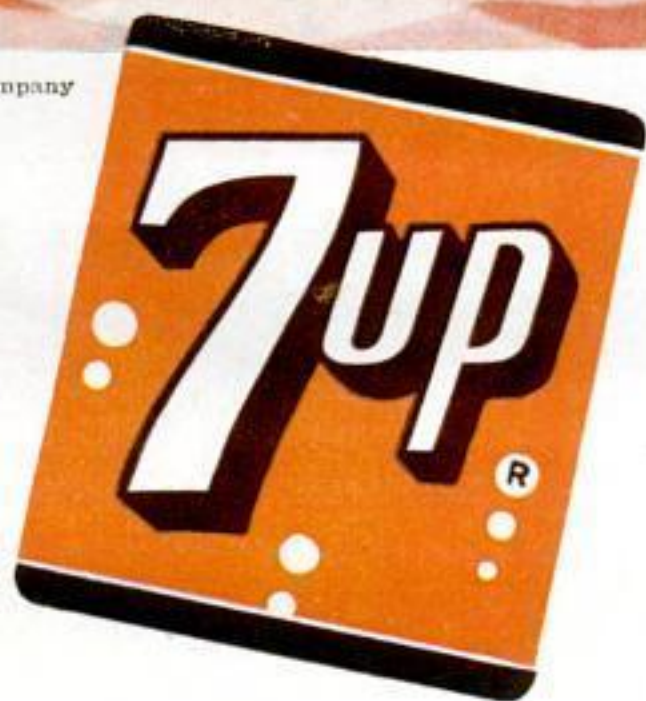
LIVE BETTER ... electrically

Pizza pie-ing? Goes great with this
**fresh, clean
taste!**



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*You like it...
it likes you!*



Pizza we love! And a bite of this spicy feast just naturally calls for cool, sparkling 7-Up.

Oh how *good* 7-Up goes then! Seven-Up, because it's the freshest, cleanest taste there is. Nothing else leaves your mouth quite so deliciously cool . . . and refreshed . . . and ready to enjoy all the wonderful flavors of the next bite.

Maybe you're not pizza pie-ing. Maybe you're having a hamburger—or a barbecue. One thing's sure. You'll never know how good it can taste—till you have it with 7-Up!

Nothing does it like Seven-Up!

For these luxury goods they traded ingots of copper and iron, mined in the hills and deserts to the north and smelted in the busy refinery shown in the painting on page 102. It is probable that this plant was designed and supervised by Phoenicians, who were the greatest metallurgists of their day, and operated by slaves who, under compulsion, toiled in the dreadful heat and acrid fumes that rose from the roasting ores, fanned by incessant, sand-filled winds from the hills.

The three centuries following 1,000 B.C. encompassed the most brilliant years of Phoenician cultural and commercial dominance. Their fading was foreshadowed, however, when the Assyrians, under King Shalmaneser III, invaded the land and received the surrender of all major Phoenician cities in 842 B.C. After his death the Phoenicians temporarily regained their independence but quarreled among themselves. In 722 B.C. Shalmaneser V entered into an alliance with the cities of Sidon and Acre and with the aid of their navies attacked the island city of Tyre and after a siege of five years won its surrender. Yet once again Tyre arose—and once again fell—this time to the great Assyrian king, Sennacherib. The era of Phoenician prosperity and power came finally to an end with the occupation of Tyre and Sidon by the Babylonian monarch, Nebuchadnezzar, after a siege of 13 years, in 572 B.C. Though the Phoenicians later gave the Persian emperors the warships with which they attacked the Greeks, the heyday of the Phoenicians was over.

Yet the culture that embellished the eastern Mediterranean littoral never vanished; the cities of Tyre, Sidon and Byblos continued to exist and people still dwell there today. The site of Tyre is now occupied by the modern city of Sur, Sidon is now Saida, Byblos is now Jebail. And at each of these antique communities, walls lie piled upon walls, ruins on ruins. For this very reason archaeologists have been unable to dig as extensively as they have in other areas of the Near East. The record of Phoenician culture depends, therefore, largely on art objects found elsewhere and on the testimony of Egyptian, Hebrew and Greek writings. Someday, when excavations can be made, more direct evidence will emerge of the era when Phoenician navies ruled the seas and disseminated the arts and traditions and ideas of ancient civilizations to the waiting, untutored peoples of the Western world.



AN IVORY HEAD, carved by some Phoenician artisan in the Ninth Century B.C., was excavated from the ruins of a palace at Nimrud, Assyria.

ACKNOWLEDGMENTS

LIFE is indebted to the following scholars and institutions for aid in the preparation of this chapter of "Epic of Man":

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The quotations from Homer on pages 91 through 95 of this article are from "The Iliad of Homer", translated by Richmond Lattimore, copyright 1951 by The University of Chicago.

NEXT AND LAST:
THE CELTS, FOREBEARS
OF THE WESTERN WORLD



Precious things deserve "Precious" care
ESPECIALLY WHEN YOU MOVE LONG-DISTANCE!

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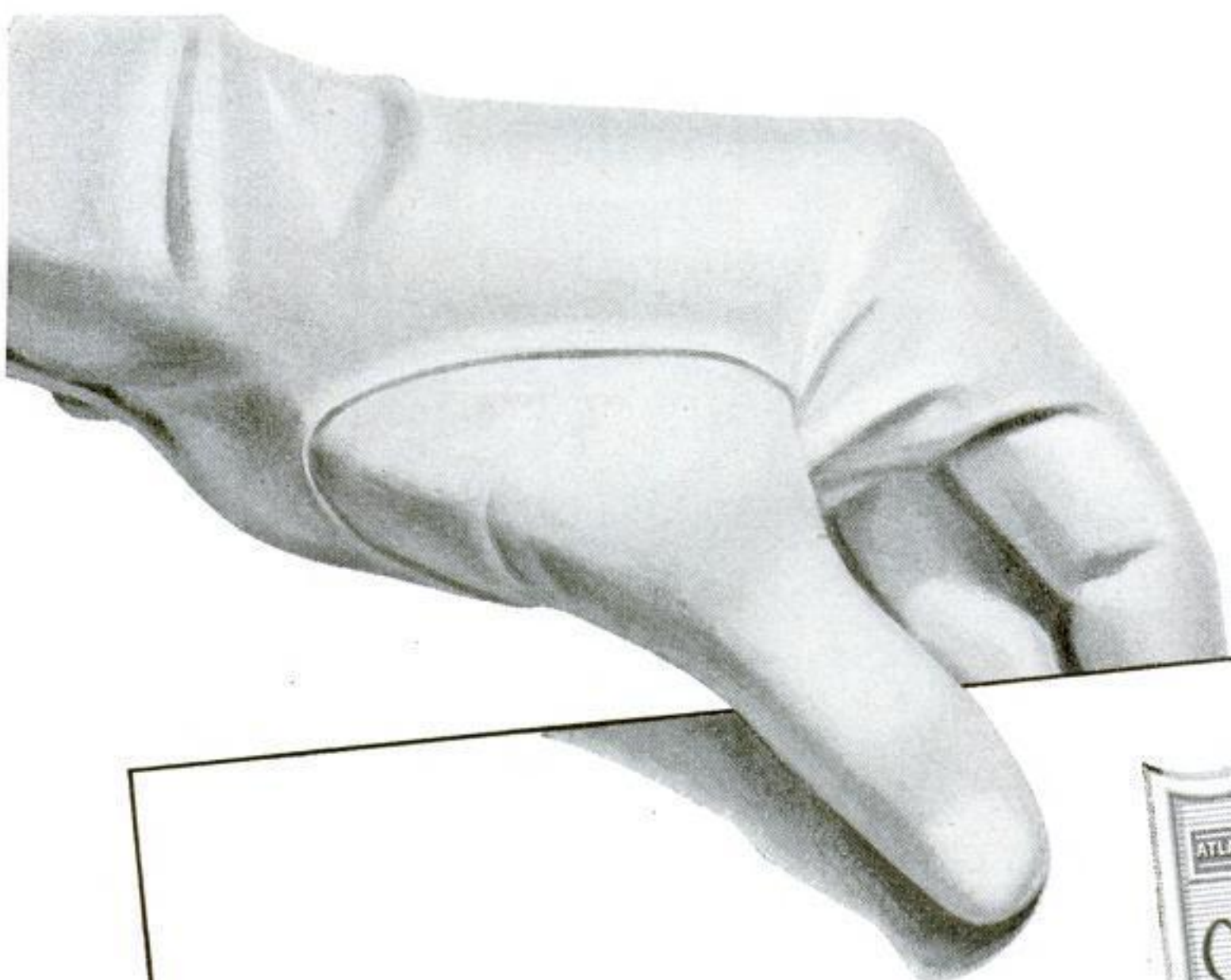
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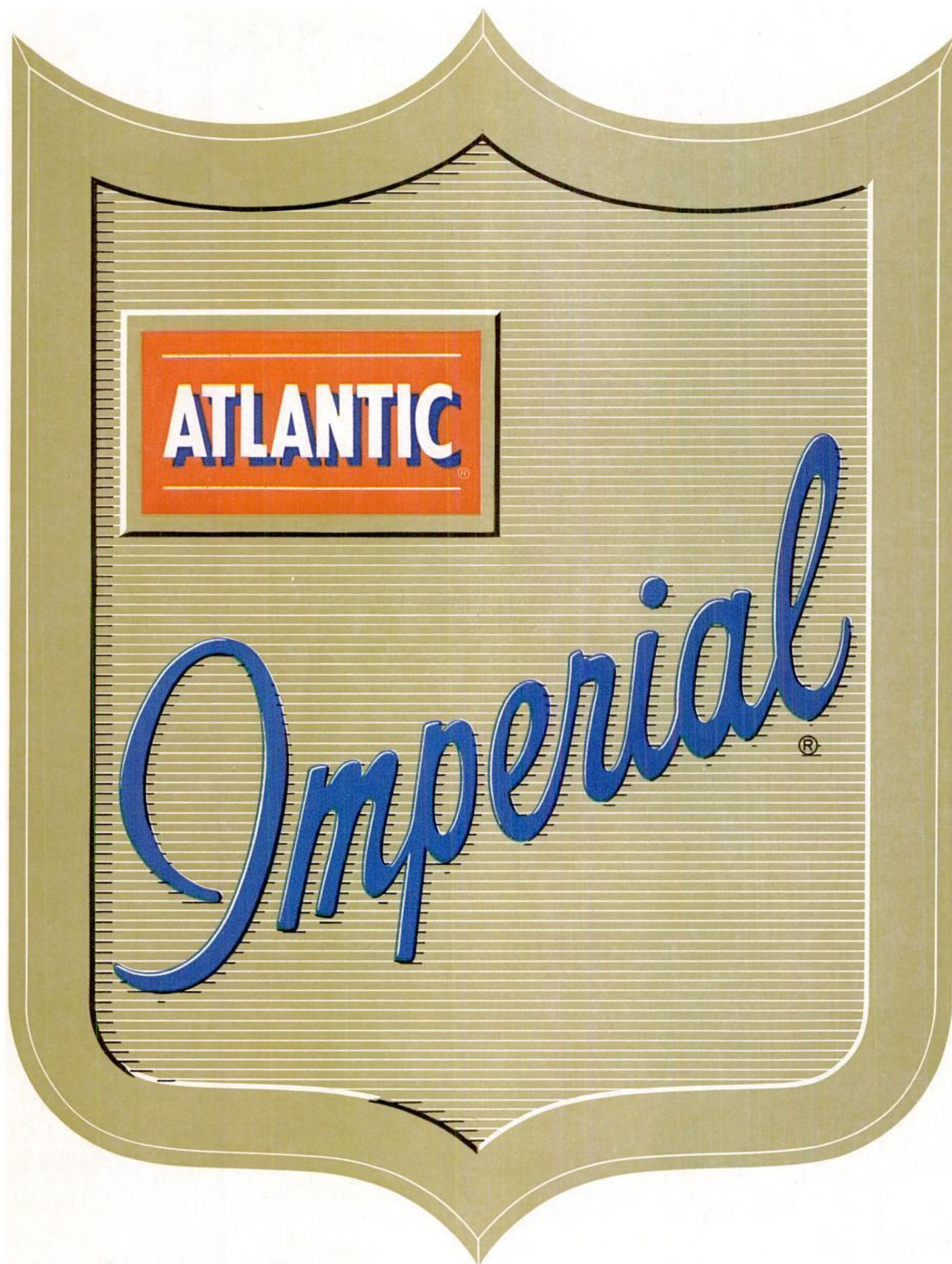
Announcing a distinctively new gasoline

Atlantic dealers, from New England to Florida, today are proudly introducing a distinctively new gasoline—Atlantic IMPERIAL.

This new, superior product is the latest achievement in Atlantic's 87-year record of high-quality leadership.

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THE ATLANTIC REFINING COMPANY

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FAMOUS CHICAGO DECORATOR

... designs a special color recipe to give a modern bedroom a charming air of warmth and comfort



Marie E. Stosskopf, A.I.D., Chicago, who designed this special color recipe, is an interior decorator of national repute. She has created distinctive room settings for private homes and commercial buildings in the east, middle west and south.

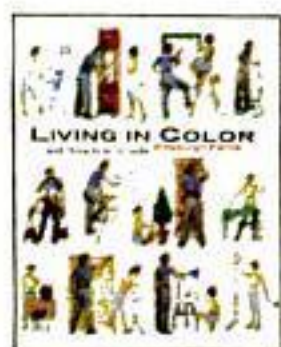


Vividly contrasting contemporary colors of Rubberized WALLHIDE give this attractive bedroom cheerful warmth and a pleasingly spacious look. This striking, refreshing color plan by Marie Stosskopf dramatically combines bold Cavalier Red and smartly subtle Caliente.



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BEARING NEW YORK, Marla, 27, and Chris, 31, stand at bustling hub of U.S. garment industry.

TESTING STYLE, Marla tries on a high-waisted dress while Chris (left) and salesman hover nearby.

CONTINUED



BUYING DRESSES, the Christensens look over line in wholesale showroom before they write order.

A Spree on 7th Ave.

WESTERN COUPLE TAKES A 10-DAY BUYING TRIP

In Riverside, Calif. the initials "G.K.C." stand for a group of women's clothing shops run by a young, attractive and enviably successful couple, Marla and Glenn Christensen. Starting in 1948 with one store, the Christensens did a \$60,000 business their first year. Now with three shops (and four children) they expect to hit \$400,000 in 1957—and last month they set out for their first buying trip to New York's Seventh Avenue.

They made their way into 45 showrooms in 10 days and contacted a buying office to handle future orders. Sometimes Marla acted as guinea pig (*below*). Before they left they had bought \$35,000 worth of clothes—not fancy extremes but good, wearable black and white outfits, colorful sports clothes and full-skirted party dresses, as shown on the following page.





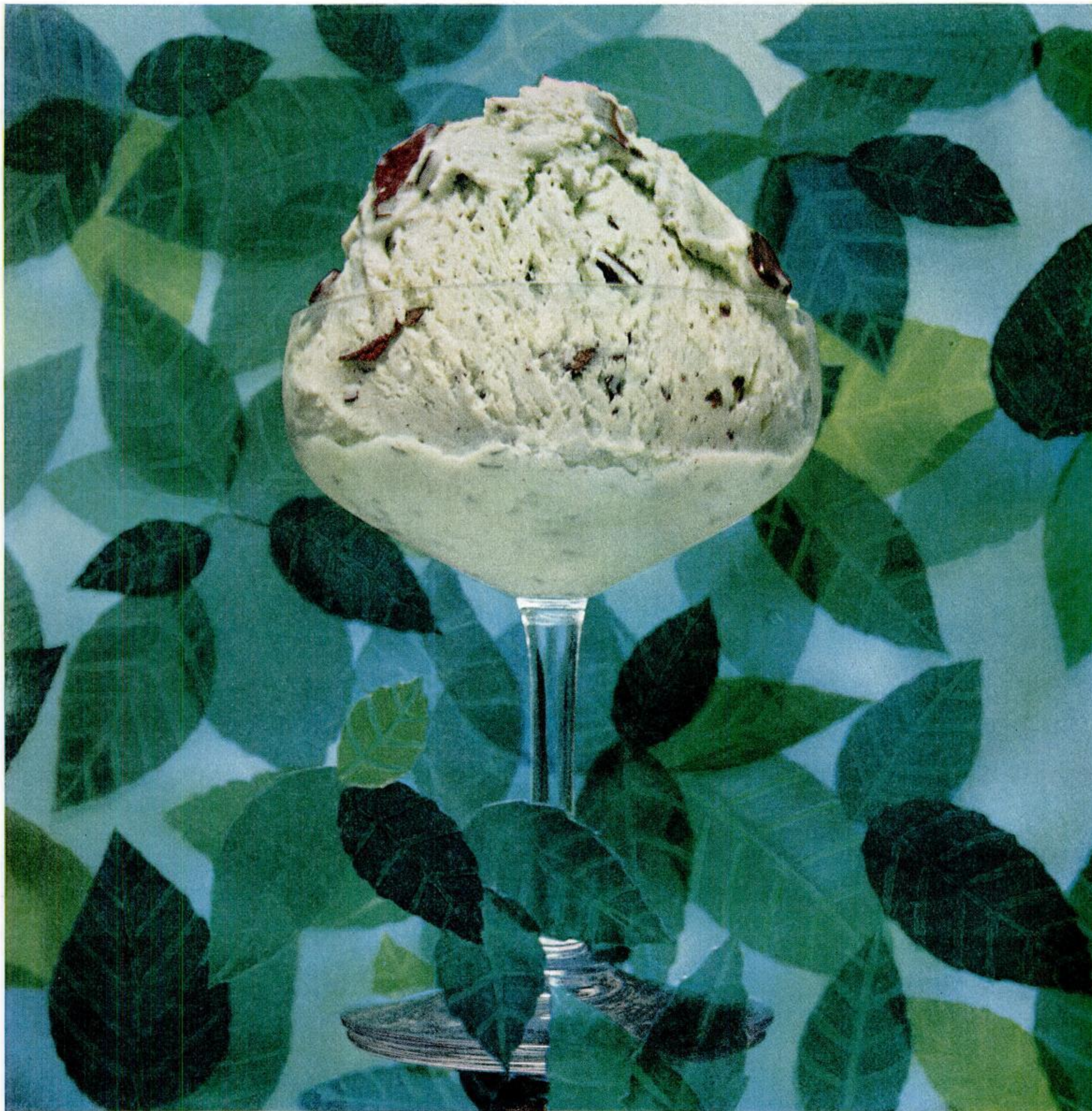
22 OUTFITS SHOW RANGE OF NEW YORK PURCHASES

Arranged above are outfits chosen by the Christensens, one from each of the New York apparel manufacturers where they placed an order: 1 Boldly striped silk and cotton dress (David Hart, \$55). 2 Black and white slim dress and coat outfit (Donlé, \$45). 3 Floor-length evening dress with striped skirt (Mr. Mort, \$55). 4 Striped terry cloth poncho (H. Feigenheimer, \$17). 5 Sleeveless knit wool jacket (Goldworm, \$13) worn over silk shirt (\$18) and slim wool skirt (\$15, both Evan-Picone). 6 Linen Bermuda shorts (\$13) and shirt (\$9, both Haymaker). 7 Printed silk sheath (Grenelle, \$55). 8 Black silk sheath with linen jacket (Rembrandt, \$55). 9 Dotted cotton dress and orlon sweater (Beaumart, \$23). 10 Striped T-shirt (\$9) and cotton knit slacks (\$13,

both Geist & Geist). 11 Checked silk blazer (\$28) and tapered pants (\$20, both Glen of Michigan). 12 Chiffon evening dress with sequinned top (Ceil Chapman, \$185). 13 Braid-trimmed white piqué dress (Junior Sophisticates, \$55). 14 Black cotton dress with striped bolero (Youth Guild, \$26). 15 Navy pinstripe sheath with white dickey (Jerry Parnis, \$50). 16 Double-breasted striped cotton raincoat (Europe Craft, \$40). 17 Cotton shirt dress with bullfighter front (Aywon, \$30). 18 High-waisted sheath (Kay Wynne, \$40). 19 Embroidered cotton dress with big sleeves (Parade, \$35). 20 Ruffled nylon evening dress (Dansant, \$50). 21 Lace-printed nylon strapless evening dress (David Klein, \$35). 22 Flowered silk princess dress (Sabrina, \$40).



← BACK IN CALIFORNIA SHOP, CHRISTENSENS GO OVER ORDERS WITH MERCHANDISE MANAGER (RIGHT)



Extra-good because it's made with extra cream!

Lady Borden Mint Chocolate Chip

Ice cream flavored with cool, green mint...full of dark, sweet chocolate chips! Get it in the Burgundy-colored carton where you see the *Lady Borden Ice Cream* sign.

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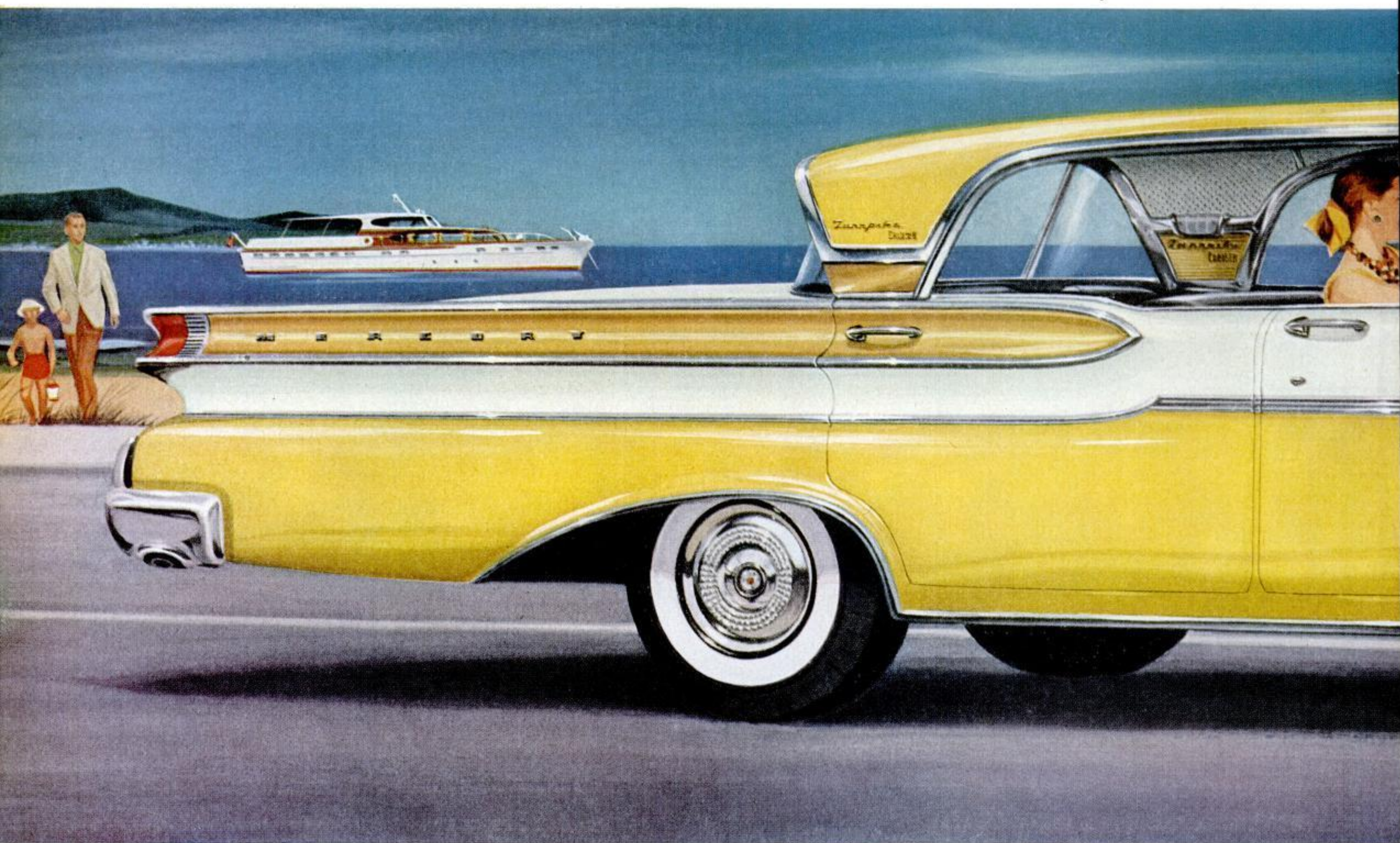


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Milk • Fine Cheeses
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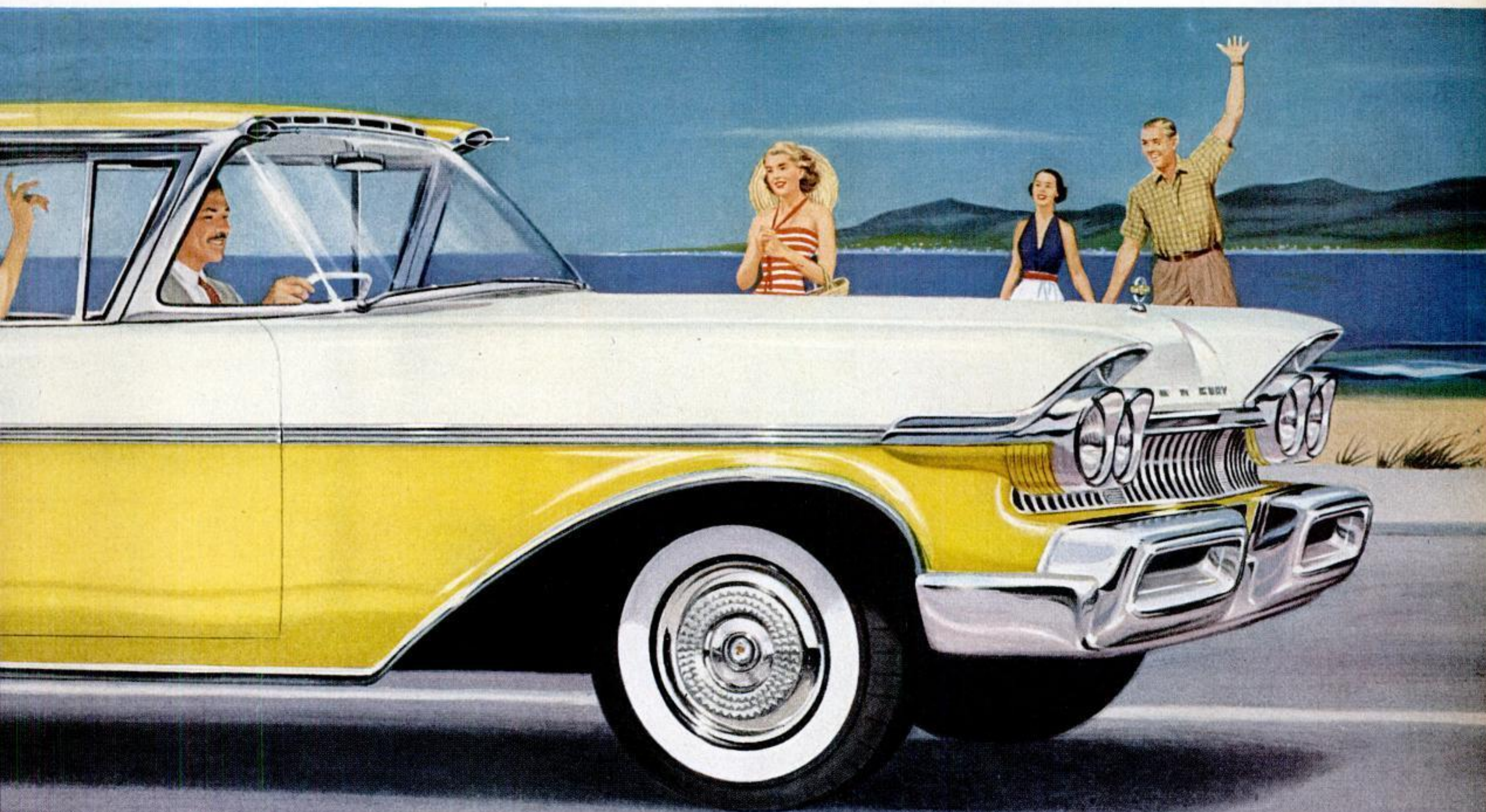


2-4. **NEW BREEZEWAY VENTILATION WITH ROOF-LEVEL AIR INTAKES, NEW SKY-LIGHT DUAL-CURVE WINDSHIELD, NEW RETRACTABLE BACK WINDOW**—No other car in America has all of these Turnpike Cruiser features. And you get them at no extra cost. Air is drawn in through the supplementary intakes above the windshield



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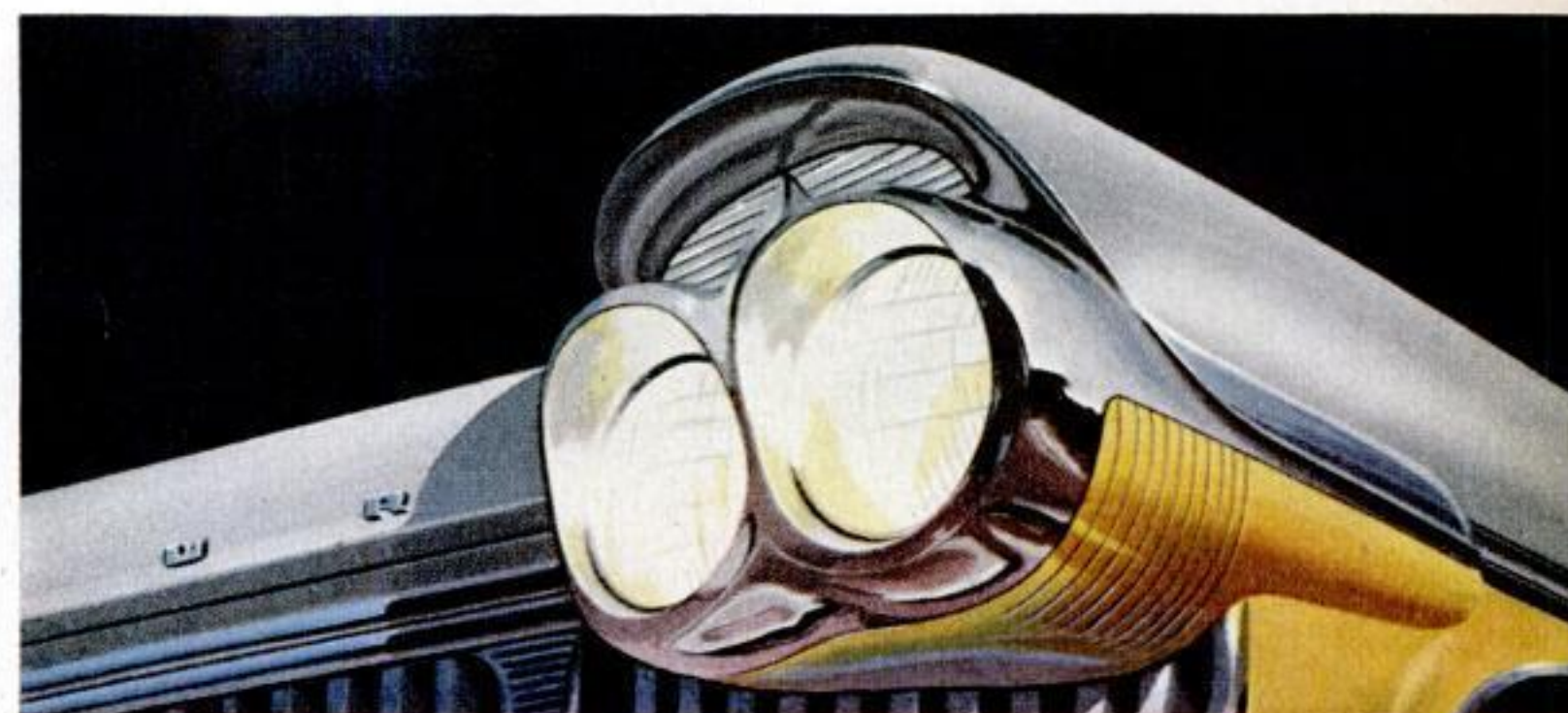


You can buy at any price. Shown above, the Turnpike Cruiser 4-door. Also available in a 2-door model. A 290-hp Turnpike Cruiser V-8 engine is standard in both models.

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5-7. NEW MONITOR CONTROL PANEL, TACHOMETER, AVERAGE SPEED COMPUTER
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RELIGION

A FRIGID BAPTISM

When 26-year-old Lealon Sexton from Niles, Mich. was plunged through chunks of ice into the freezing waters of Dowagiac Creek (*below*), he not only had one of the most bitterly cold baptisms ever, but achieved his greatest wish. A wounded veteran of the Korean war who had had difficulty adjusting to civilian life, Sexton turned for help to Rev. Floyd Wheatley and the 13-member First General Baptist Church. Sexton was far too impatient for the formal

initiation into his new Christian life to wait for spring and warmer water. Since this sect required outdoor baptism, the congregation gathered last month at the creek (*right*) to sing hymns while volunteers chopped a frosty oblong through two inches of ice. Both Sexton and Preacher Wheatley (*below, left*) spent seven minutes in the stream singing and praying. Afterward Sexton disclaimed discomfort, saying, "What I felt inside kept me warm."



PREPARATION for baptism starts with chopping a hole in ice as congregation sings hymns on bridge.

DURING BAPTISMAL IMMERSION, REV. MR. WHEATLEY (LEFT) CLOSES SEXTON'S MOUTH AND NOSE TO PREVENT INHALING WATER AT SHOCK OF ICY STREAM



WHAT THE LIFE INSURANCE BUSINESS



It's a big jump from Life Insurance to Living Insurance

Our great-grandparents *did* kick up their heels occasionally. But they couldn't expect to hold their life insurance unless they kept their feet strictly on the ground.

It's literally true that when great-grandfather went up in a balloon, his policy became invalid. Getting on a boat was risky, too. Only with special permission would an insurance company allow him to cross the ocean — or even the Mississippi.

Of course, there was a reason why insurance companies of a century ago imposed so many restrictions. Everyday hazards were

much greater than today, and the average life span was 25 years shorter. A man bought insurance with a single idea: to protect his family, if he should die.

How different things are today! Travel is safer; health has improved; the rate of industrial accidents has fallen sharply. Keeping pace with this progress, American insurance companies have lifted many of the old restrictions. Even more important, they have evolved a modern viewpoint toward the *function* of insurance that has resulted in new, liberalized policies.

Living Insurance is new in outlook, wide as the needs and hopes of people today. People who want, besides basic family protection, a home of their own, college for their children, independence someday from a job.

For *Living Insurance* means benefits for the living. Benefits for the policyholder while he lives. If he dies, benefits for those who live after him. In our time, it means a new kind of financial security that is helping millions of Americans to freer *living*.

The Equitable Life Assurance Society of the U. S.
393 Seventh Avenue, New York 1, N. Y.

Living Insurance by Equitable

IS DOING FOR AMERICA





Untie yourself from the clothesline, ma'am!

New RCA WHIRLPOOL dryer saves you 297 hours a year!



This 5-temp dryer gives you the correct heat for every fabric—and faster, fluffier drying for everything you wash!

How many times do you stoop and stretch, hanging up your clothes each week? How many hours do you lose, lugging them to the clothesline?


This new RCA WHIRLPOOL dryer saves you all that work, and most of the time—up to 6 hours each week. It saves you big money on clothing, too, for heat is perfectly controlled. There are 5 separate temperatures for every weight and type of fabric. Even delicate new "miracle fabrics" are safe in this gentle, tempered breeze.

And everything you own is sweeter and easier to iron! See your nearby RCA WHIRLPOOL dealer about this remarkable 5-temp dryer, available in gas or electric.



Whirlpool

AUTOMATIC DRYERS AND WASHERS
FREEZERS • GAS AND ELECTRIC RANGES
ROOM AIR CONDITIONERS

Whirlpool-Seeger Corporation, St. Joseph, Michigan.
(Use of trademark  and RCA authorized by trademark owner, Radio Corporation of America.)

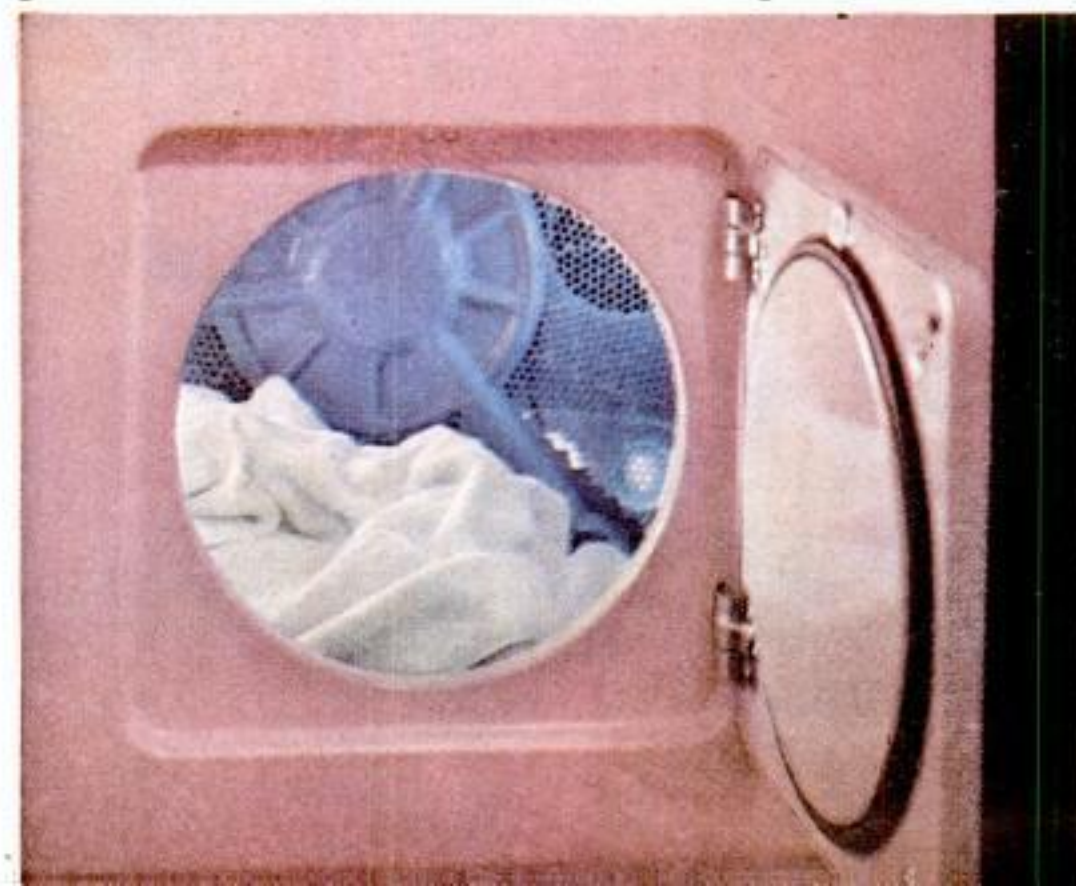
Now all-porcelain white or new Matchmaker colors! Green, yellow or pink—to match your new 1957 RCA WHIRLPOOL automatic washer.



Even delicate fabrics are safe—this RCA WHIRLPOOL dryer offers you a full range of heats (room temperature to 195°) with 5 automatic settings.



Built-in Ultra Violet lamp helps sanitize clothes, gives them sunshine sweetness and fresh air fragrance. You get all the goodness of the sun, with none of the danger!



Towels come out 34% fluffier than those dried on a line in the sun. No matting or stiffness, ever. All clothing comes out softer—much more comfortable.





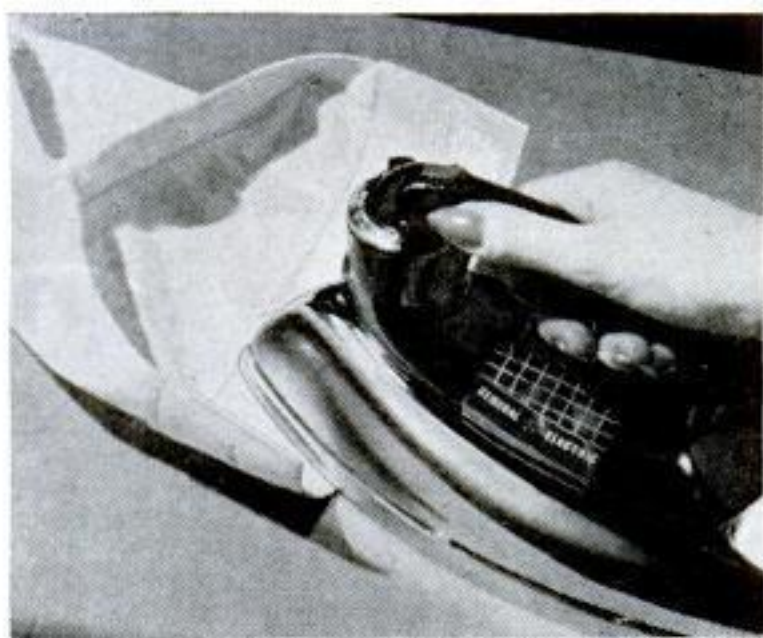
AS JEANNE EAGELS, KIM NOVAK RESTS ON A TIGER SKIN, WHICH IN THE HARDING EPOCH WAS CONSIDERED A PROVOCATIVE SYMBOL OF THE GAY LIFE

A VAMP OF '20s IS RE-CREATED

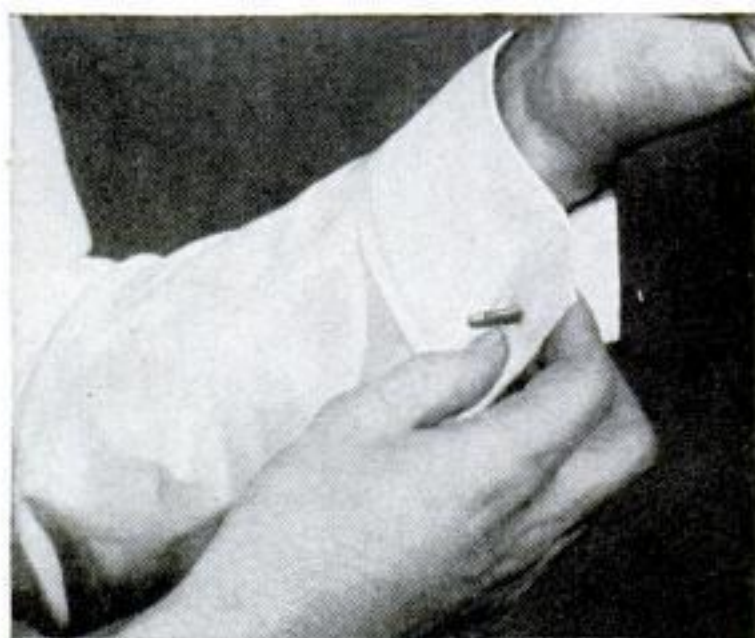
The languorous vamp above shows how far Hollywood can reach in its effort to mine again the box-office gold of earlier eras. Columbia Pictures has clothed lovely Kim Novak in beads to play the life of Jeanne Eagels, a fiery carnival queen who burst upon Broadway in 1922 as a South Seas strumpet in the smash hit *Rain*. Jeanne became a great star, lived furiously and died in 1929 of an overdose of heroin. She left a glowing memory that Kim Novak is having a fine time trying to re-create in the movie.

Arrow revolutionizes the cuff!

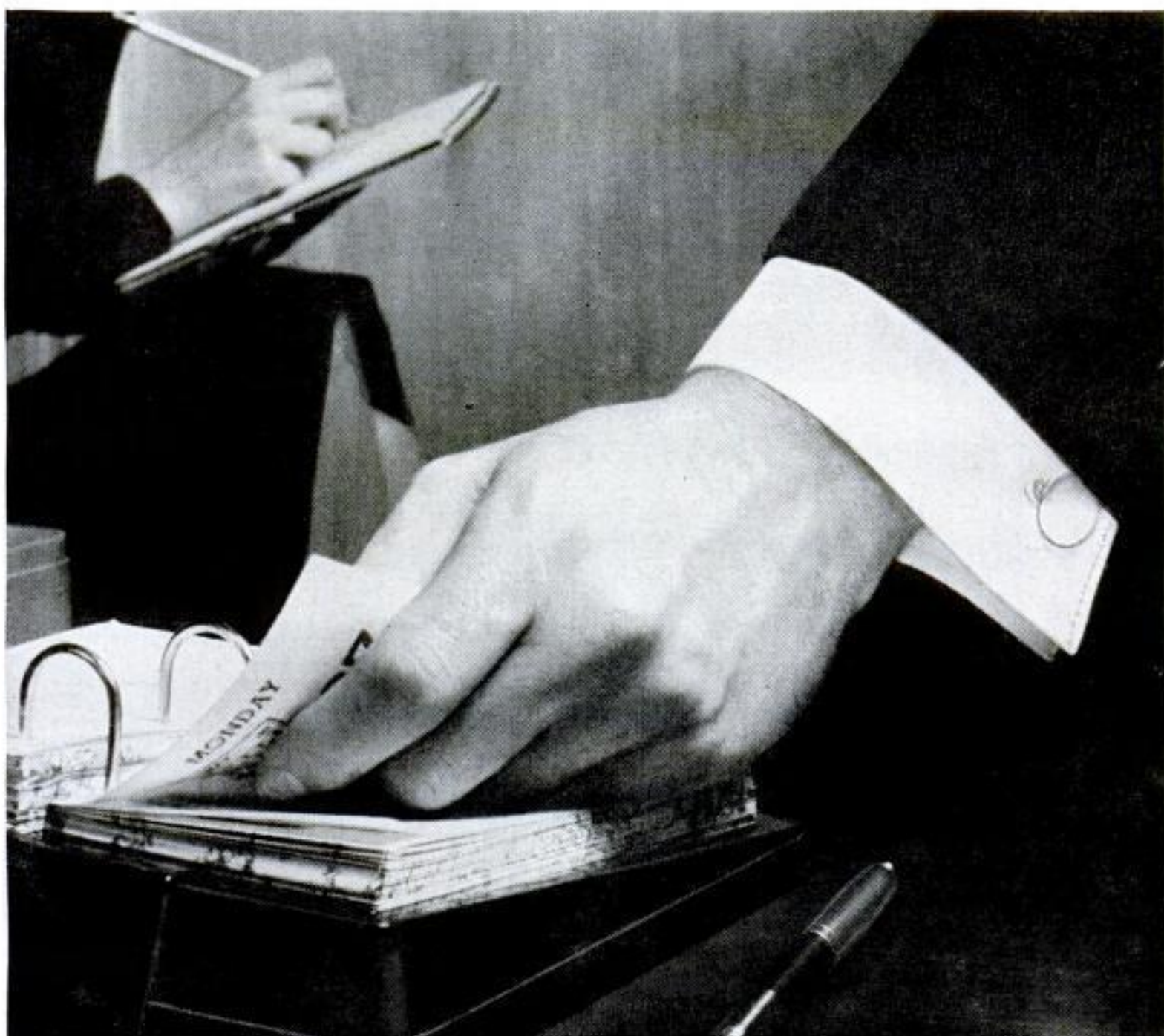
New Arrow LINK CUFF* gives the appearance of a French cuff, the convenience of a regular cuff ... two buttonholes instead of four!



SO SIMPLE TO WASH AND IRON...



SO EASY TO SLIP LINKS INTO



Now we have simplified the classic French cuff. We folded over a double layer of fabric, stitched it in place the fine Arrow way.

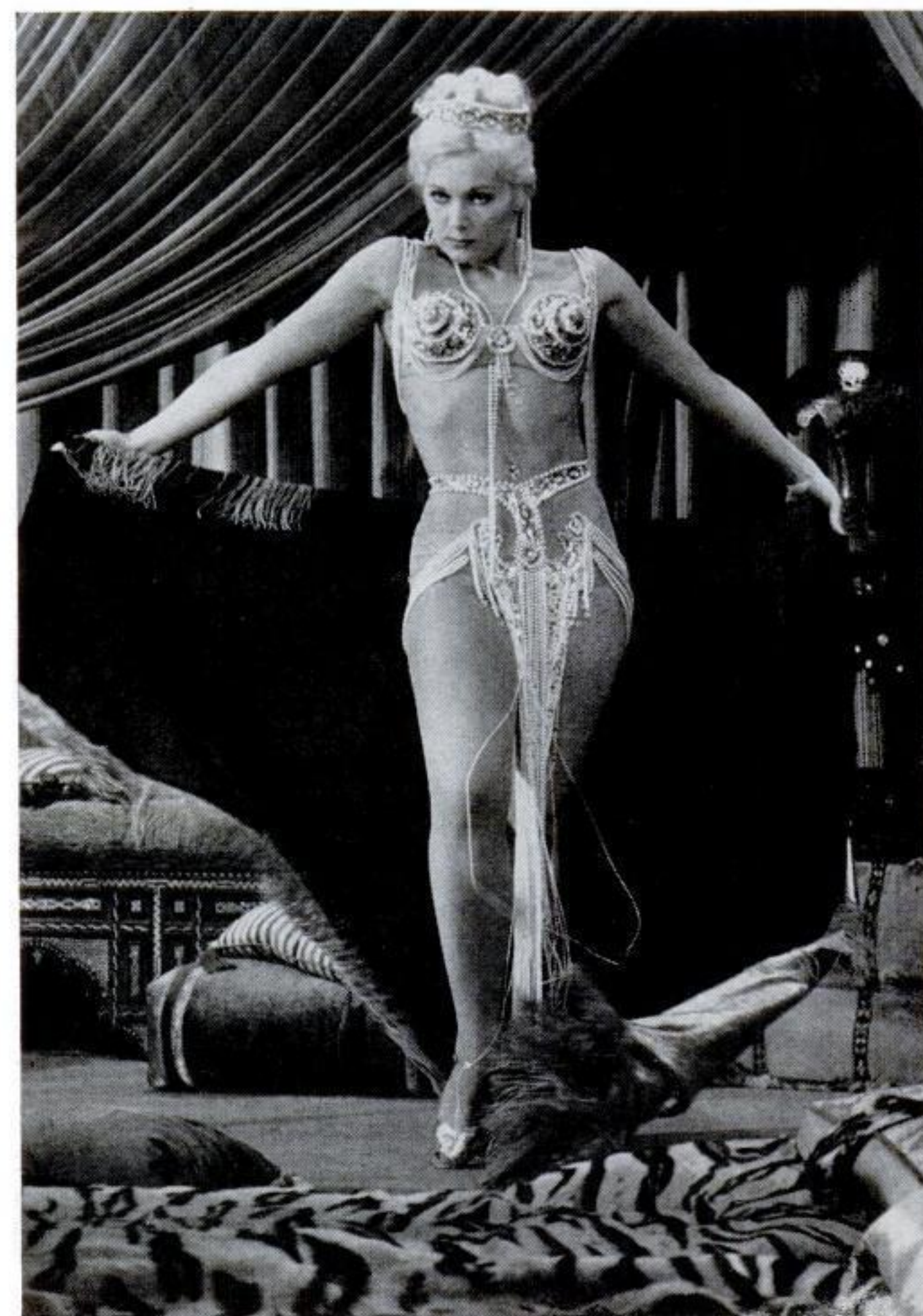
The result? Cuffs with the luxury touch of French cuffs yet with a trim, natural, neat-as-an-Arrow-collar look. And they're so easy to slip links into—so easy to close—with their two buttonholes instead of four.

You'll find *Link Cuff* shirts in many collar styles, now at your Arrow dealer's. (Among them, the medium-pointed *Lane* and the short-pointed *Glen*. Each \$4.00.) Cluett, Peabody & Co., Inc.

*TRADE-MARK

ARROW — first in fashion

KIM AS JEANNE CONTINUED



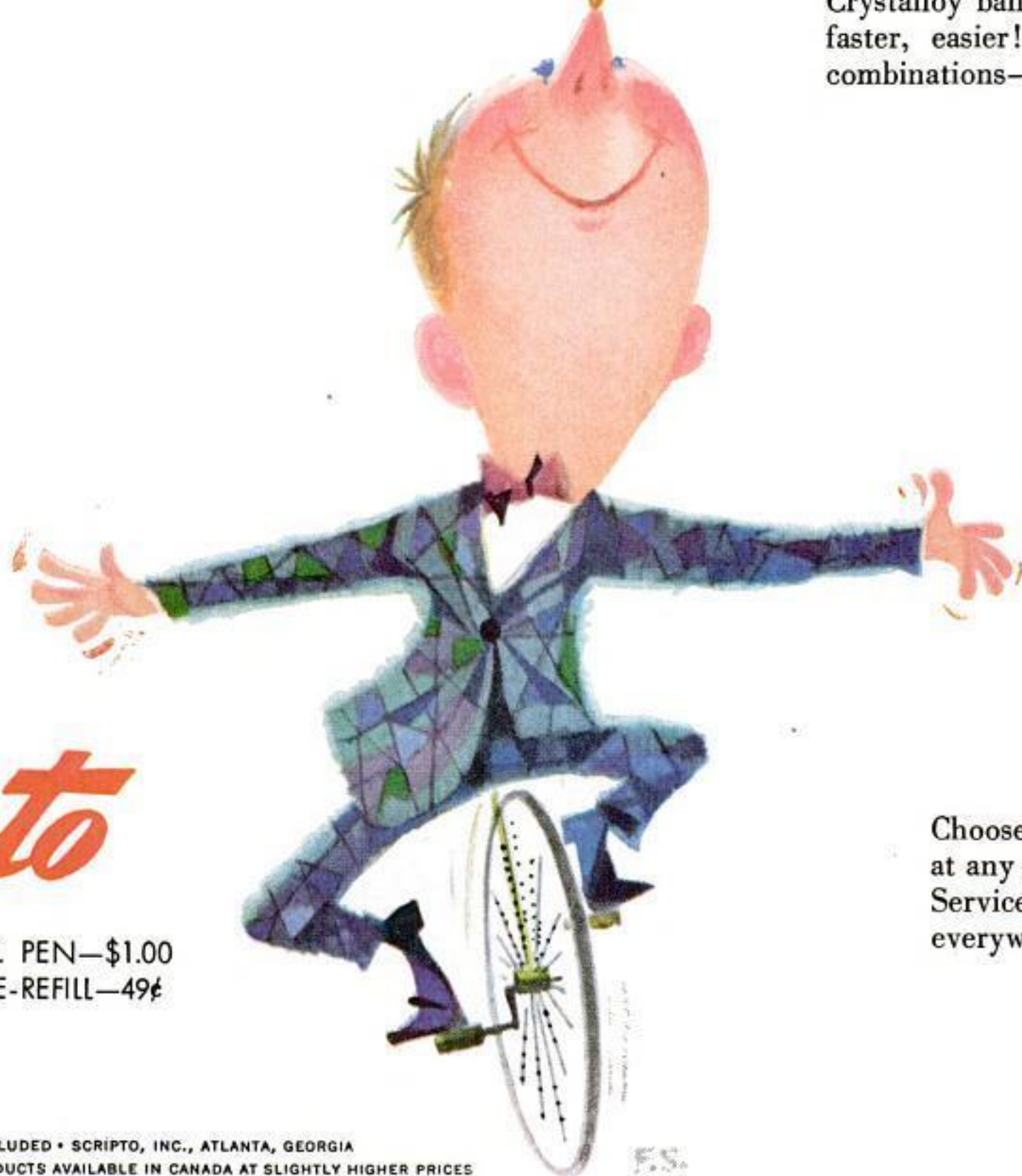
A GLITTERY GIRL, Kim plays Jeanne Eagels as carnival performer. From cape (above) she emerges in beads (below) while orchestra plays slinky tunes.

CONTINUED

THE
GREATEST
TRICK
YOU
CAN
DO
WITH
A DOLLAR
TODAY



Make a dollar worth a dollar! Even though the dollar has shrunk in half (compared with pre-war buying power on other items), it now buys the best writing value in history—the beautiful new *Scripto Super Dollar Ball Pen*. Check these great features: Giant cartridge with *visible* supply of Rx* non-smear ink—sealed in, can't leak! Exclusive Crystalloy ball point—writes smoother, cleaner, faster, easier! Choice of rich two-tone color combinations—fine or medium points!



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Service Station at good stores
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**The taste folks take to
(and talk about)...WINSTON**

You'll like the extra good taste of Winstons, too! And the way that exclusive Winston filter — *snowy-white and pure* — really lets the rich flavor come through! So, if you aren't already enjoying today's most talked-about flavor-filter combination, get yourself a pack of Winstons right now — for flavory filter smoking!

Smoke WINSTON...enjoy the snow-white filter in the cork-smooth tip!



TICKLING THE TIGER, Kim elaborately pets and teases the indifferent beast while in the background her audience of yokels howls with laughter.



IN PLAYFUL PIQUE, Kim rises and begins throwing pillows at the audience. This routine was a standard one in carnival shows around the country.



END OF ACT comes when Kim as Jeanne is arrested by small-town police. These arrests usually brought nothing worse than an order to get out of town.



**"Slowpoke" drains
mean trouble ahead!**



**Use Drano once a week
for trouble-free drains!**

Drano boils and churns its way through greasy, germ-filled muck—keeps drains free-running and sanitary. Perfectly harmless to plumbing. Makes septic tanks work even better! So avoid messy plumbing troubles by using Drano once a week in every drain. Available in Canada.

**Drano® opens
clogged drains fast!**



PRODUCT OF THE DRACKETT COMPANY, CINCINNATI, OHIO

MONSANTO CHEMISTRY IN ACTION . . . TELEVISION

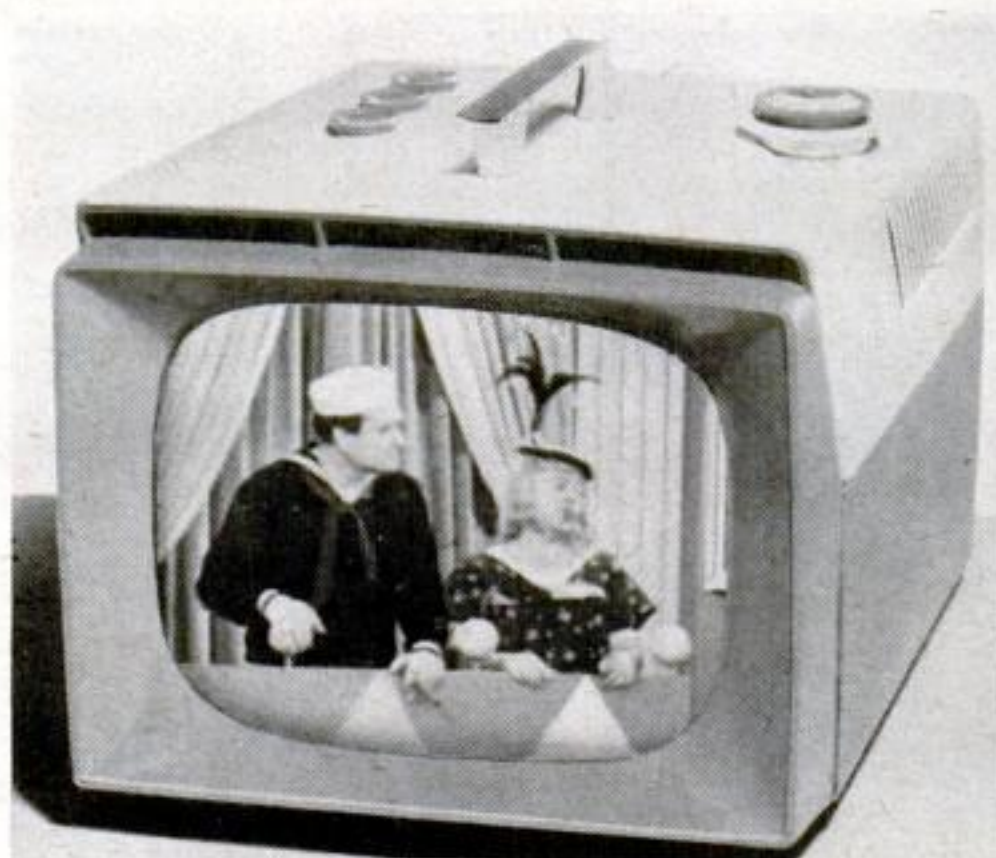


Red Skelton and guest star Mickey Rooney at dress rehearsal, The Red Skelton Show, CBS-TV, Television City, Hollywood, Cal.

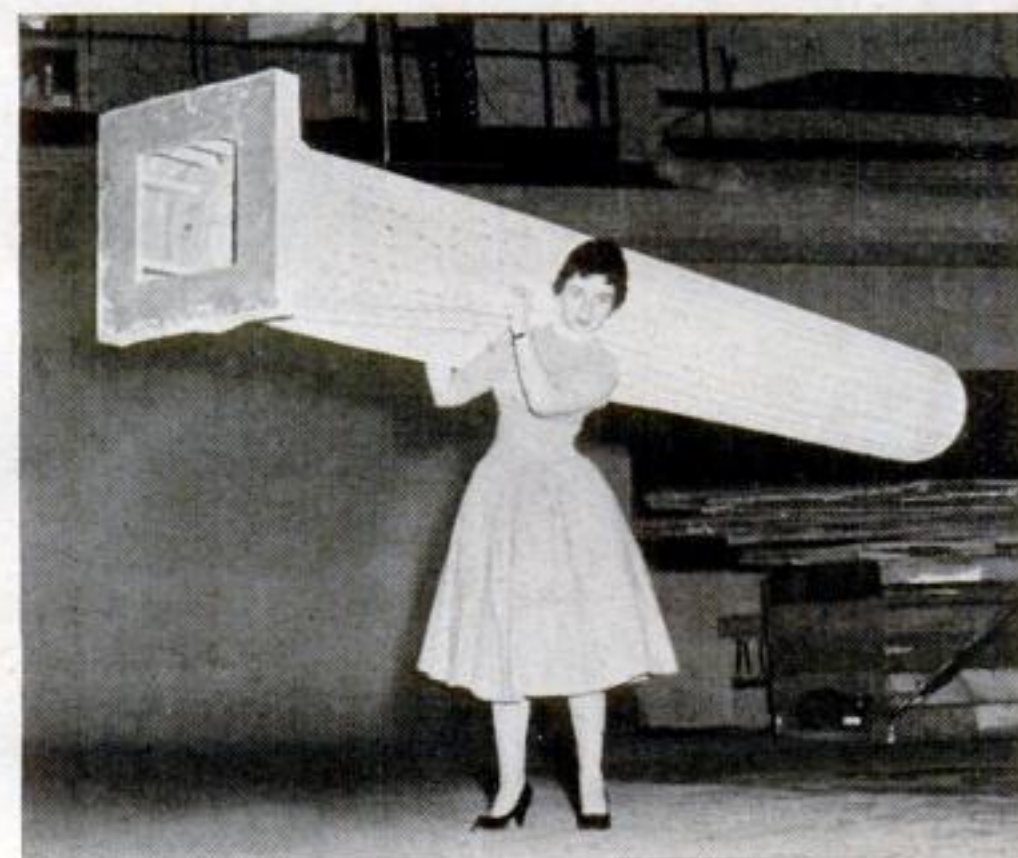
THE GREASE PAINT ON THE ACTOR'S FACE, THE CAMERAS THAT CAPTURE HIS PERFORMANCE, THE RECEIVER THAT PICTURES IT FOR YOU IN

MONSANTO CHEMISTRY HELPS STAGE

Typical telecast may use Monsanto chemicals in: **TV transmission cable** where polyethylene protection assures you a clear picture • **Electric printed circuits**, control **knobs**, switch **handles**, wire **coatings**, tube **bases**...all made from low-cost Monsanto plastics, resins and plasticizers • High-powered arc lamps with long-lasting **electrodes** containing Monsanto lampblack • Lightweight **plywood**, firmly bonded with Monsanto adhesives, in easy-to-assemble stage sets • **Acoustic tile** covered by tough Ultron vinyl film • **Drapes** and **paints** made safer by Monsanto fire retardants • **Make-up** containing Monsanto cosmetic chemicals and packaged in convenient plastic **tubes** • **Costumes** kept new-looking with Monsanto textile finishes and leather conditioners, colored with Monsanto fade-resistant dye chemicals • Television cameras roll smoothly and noiselessly on **rubber tires** made longer-wearing with Monsanto rubber chemicals.



PICTURE WINDOW of Lustrex styrene plastic is important construction feature of this latest model portable TV receiver. Other Monsanto plastics and resins make glare-reducing TV picture frames; colorful, lightweight cabinets.



GIRL EASILY LIFTS COLUMN made by NBC-TV. One of many strong yet lightweight new products formed with Monsanto's Ultron vinyl, this television prop weighs only 15 pounds, is ten times lighter than old-fashioned type.

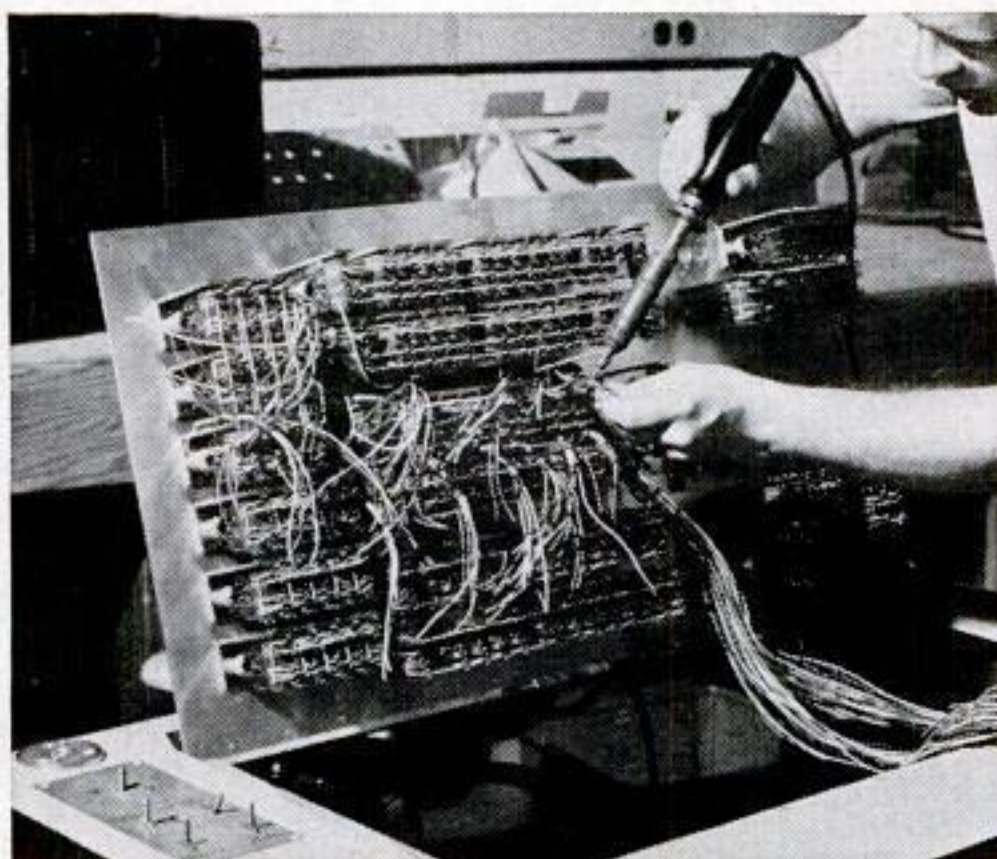


YOUR HOME—ALL MAKE USE OF CHEMICALS. MONSANTO SUPPLIES THESE CHEMICALS FOR THE NEW, FAST-MOVING TELEVISION INDUSTRY.

YOUR FAVORITE TELEVISION SHOWS



PAINTS THAT DRY to the touch in minutes are based on Monsanto's many paint chemicals and flattening agents. They see frequent emergency use in TV studios where last-minute program changes put a premium on speed.



PLASTIC WIRE INSULATION made in many bright colors with Monsanto polyethylene, vinyl resins and plasticizers helps studio electricians trace the thousands of circuits needed to send TV broadcasts winging across the U.S.



WHERE CREATIVE CHEMISTRY WORKS WONDERS FOR YOU

MANUFACTURERS: If you are interested in any of these materials—are considering ways to use them in your business—or want more information, write Industrial Service Department, Monsanto Chemical Company, St. Louis 4, Missouri.

Lustrex, Ultron: Reg. U. S. Pat. Off.

loby



In 13000 BC
smart women
wore nothing.

In 1957 AD
smart women
wear nothing but
seamless
stockings
by
Janes

no seams to worry about



VICKIE KELLER, 9, SHOWS A PAPER JAPANESE CARP BANNER, A CAREFUL COPY OF A MUSEUM EXHIBIT (BELOW) SHE HAS JUST MADE FROM SPECIAL KIT

MONEY-MAKING MUSEUM KIT

The child's handiwork above is the product of a new plan used by the Children's Museum of Indianapolis to get young patrons more interested in exhibits like the one at right. It is also the outcome of Mrs. William P. Keller's attempt to find ways of amusing her daughter, Vickie, on rainy days. As a change from toys and TV, Mrs. Keller had Vickie copy some sand paintings she had seen at the museum. This so entranced the youngster that Mrs. Keller persuaded the women of the Museum Guild, of which she is a member, to expand her effort into a full-fledged museum project.

Now, in their spare time, the Guild members produce authentic make-it-yourself kits of five of the more popular exhibits—carp banners, Italian Christmas trees, Navaho sand paintings, Chinese shadow puppets and Mexican fiesta masks. For a year's subscription of \$5, a child gets all five kits. The project now brings the museum \$25,000 a year, of which \$12,500 is profit, supplies 5,000 children with countless hours of constructive play, and provides the 120 Guild members with fund-raising methods (*next page*) far more interesting than any they ever tried before.

MUSEUM EXHIBIT displays one cotton carp banner (*top*), used mostly in Japanese parades, and beneath it the children's make-it-yourself kit.

CONTINUED



YOU CAN WEAR THIS REMARKABLE
SUIT TEN MONTHS OF THE YEAR!

Anzac "10 Monther"
BY **WORSTED-TEX**



\$65

Prices slightly higher west of the Rockies.

Here's the suit you'll wear so often, it will seldom see the inside of your closet. In fact, you'll happily and *comfortably* wear the famous Worsted-Tex ANZAC "10 MONTHER" during all but the hottest weather; thanks to our exclusive fabric . . . woven in a revolutionary new way, of the finest, pure Australian, virgin wool yarns.

There's a decided economy here, in not having to make extensive wardrobe changeovers when the seasons change. And equally important, there's a definite *fashion bonus* in this year's version of the ANZAC "10 MONTHER": For it is brilliantly styled in our new, slenderizing *British Module Design*®. This is the model that subtly flatters your figure with trim, athletic lines.

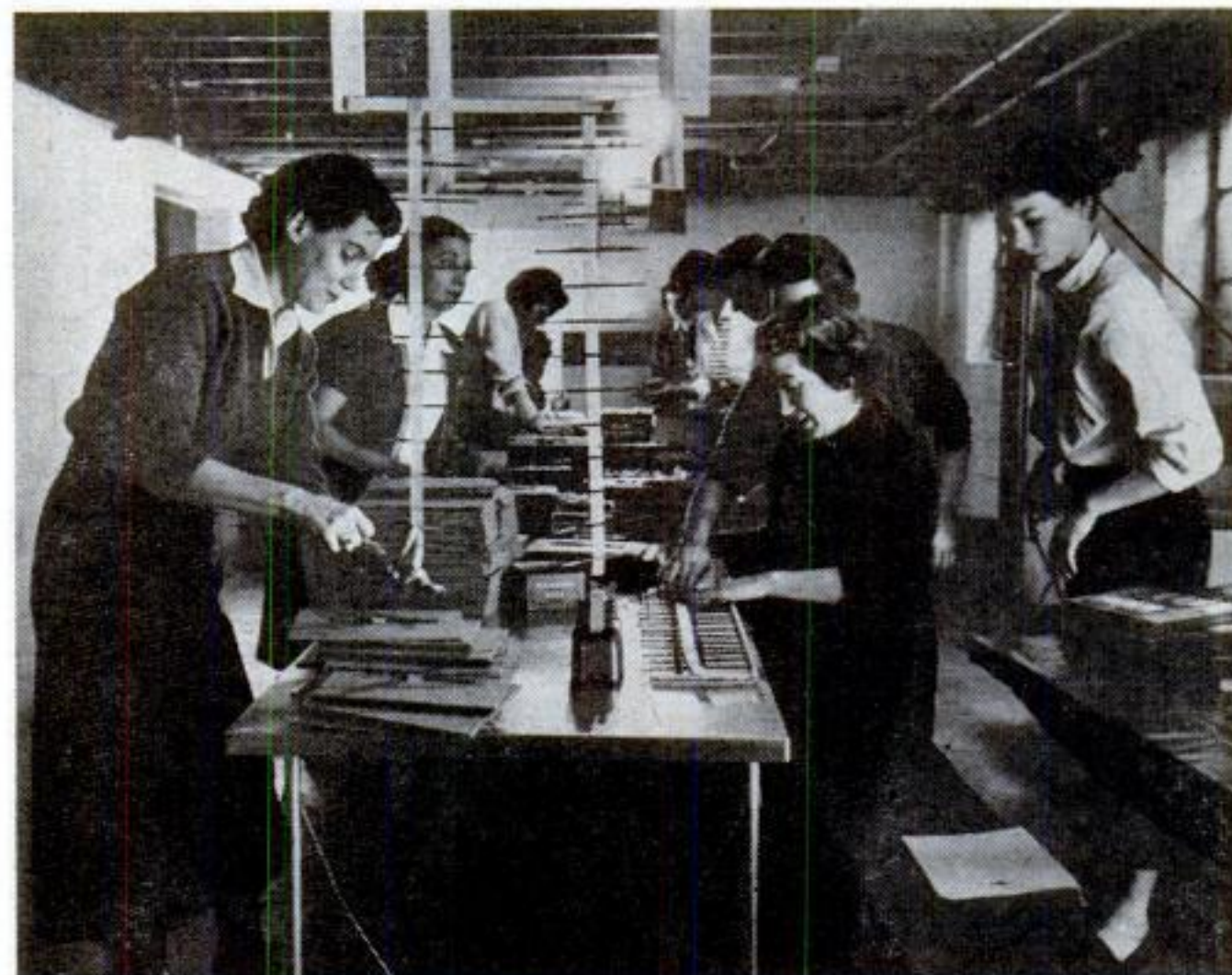
See the ANZAC "10 MONTHER" soon. The colors and patterns are fresh and new for spring; only the price is unchanged!

Sample before you buy any suit—write us for FREE swatches of this remarkable fabric.

At our franchised dealers only . . . or write: **THE HOUSE OF WORSTED-TEX**
200 Fifth Avenue, New York 10, N. Y. • Makers of WORSTED-TEX® • TROPI-TEX® • KNIT-TEX®
IVY LEAGUE® • THUNDERBIRD Tailored Sports Clothing • "SAN FRANCISCAN"™ Ensembled Suits

MUSEUM KIT CONTINUED

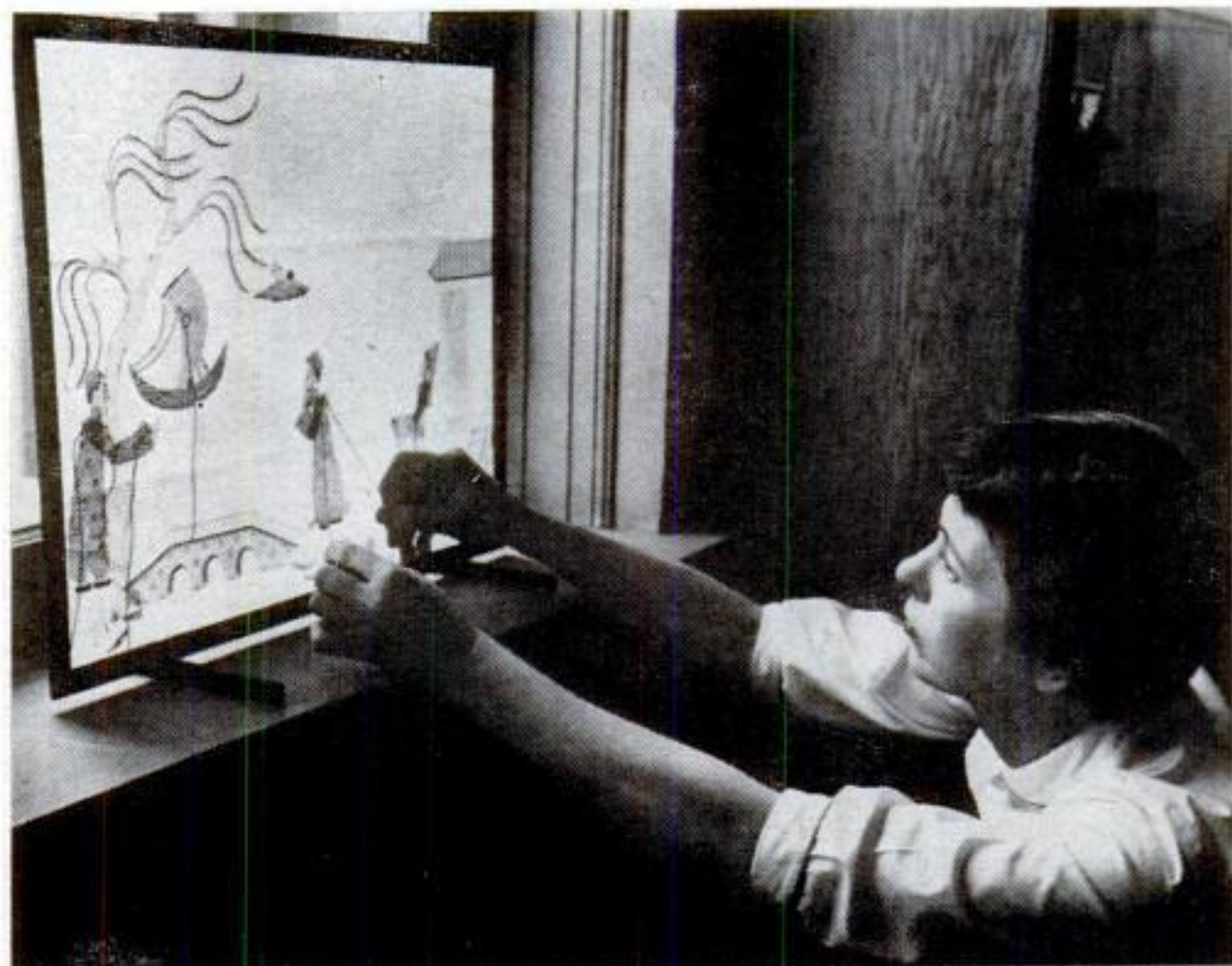
ASSEMBLING AND TESTING



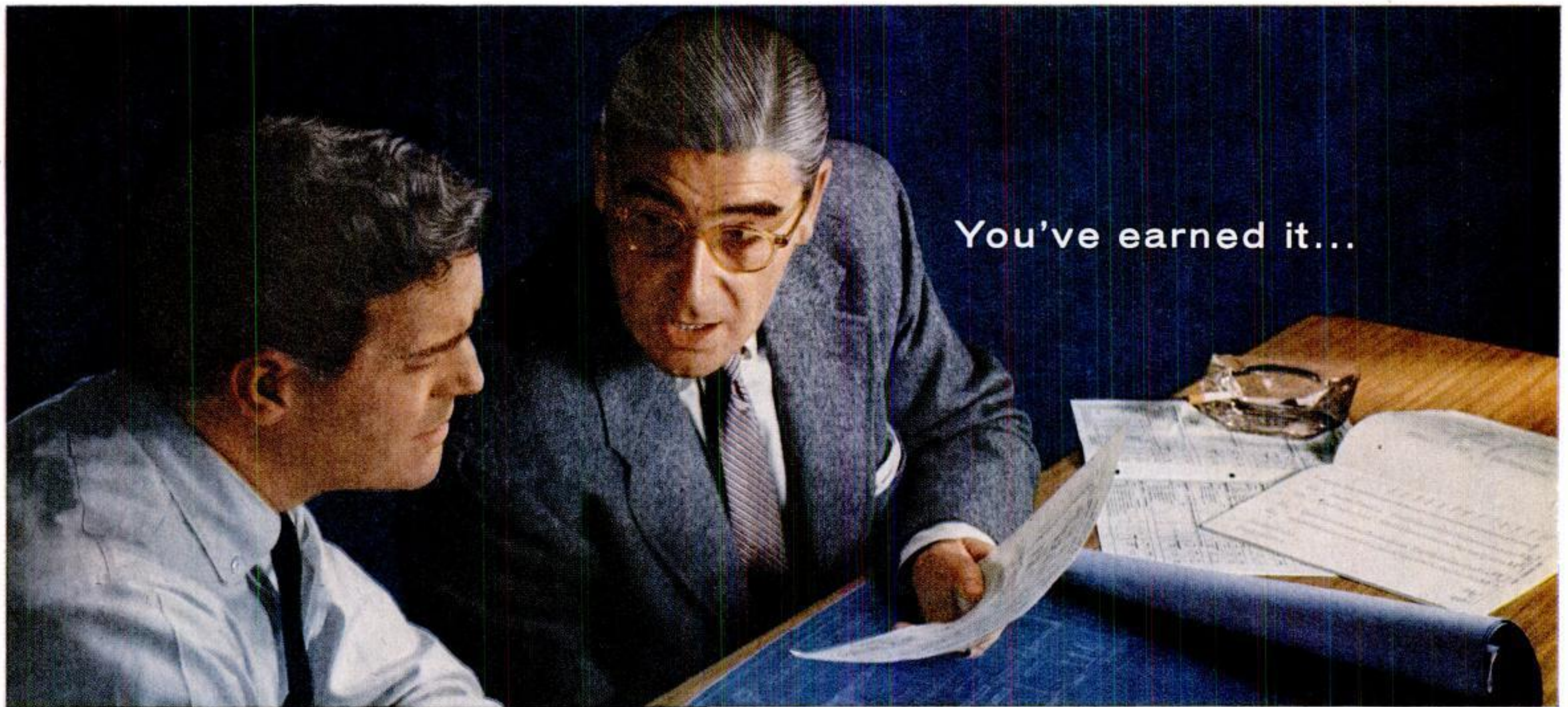
ON KIT ASSEMBLY LINE members of guild, who put in at least one six-hour day a month, assemble paint brushes for the Navaho sand-painting kit.



PAINTINGS FOR FISH in carp kit are examined by Mrs. Keller after she has applied the finishing touches of color getting sheets ready for printer.



PANEL FOR PUPPETS in Chinese shadow kit is properly backlighted by a window as Mrs. Keller tests tiny wires that move figures from side to side.

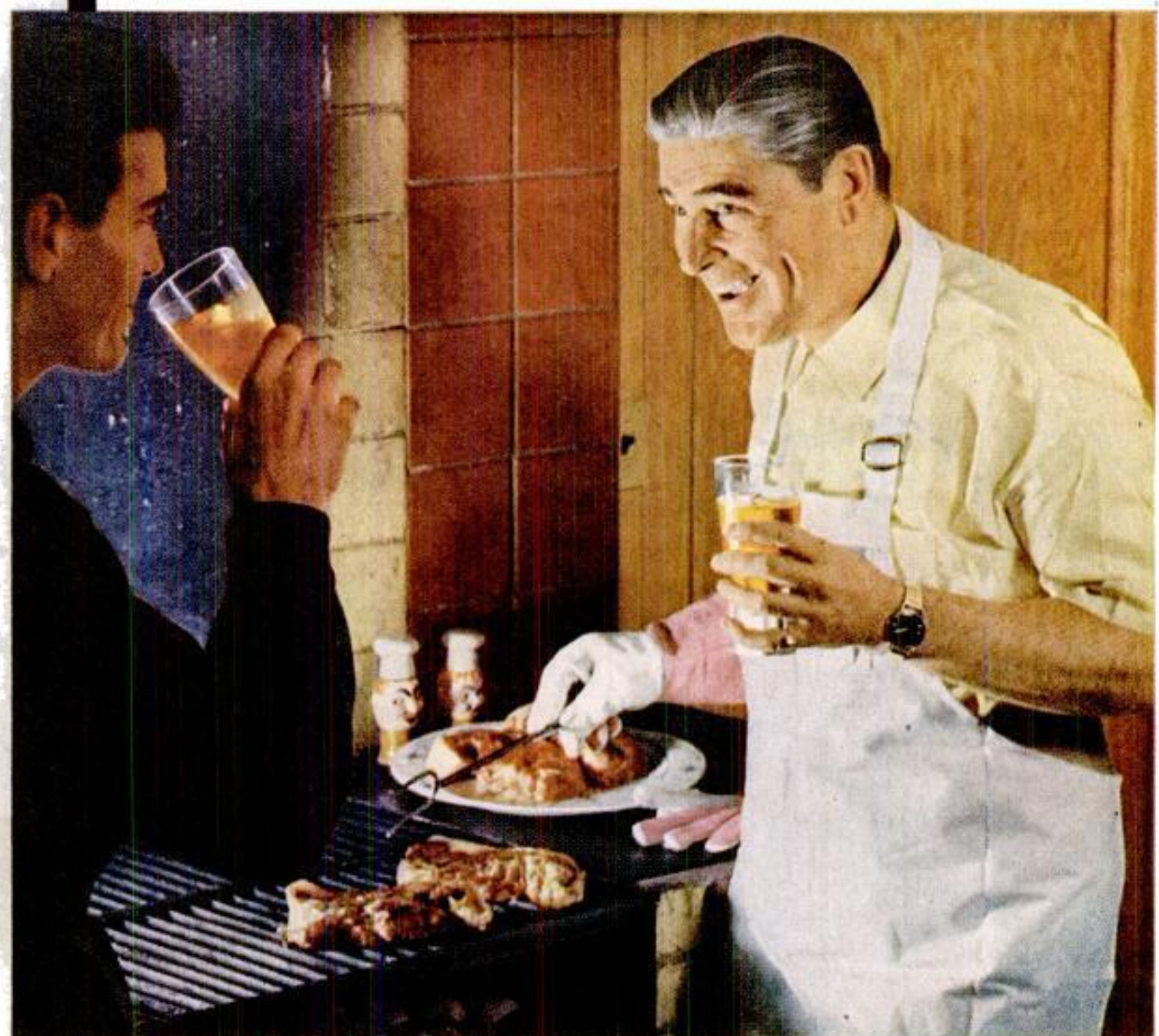


You've earned it...

LIVE A LITTLE!

Pretty demanding, today's pace. And today's rewards, more abundant than ever. When it's time to relax, don't *you* feel entitled to something a little special? Then just add famous bonded Old Forester to your pleasures. You'll soon learn what a wonderful difference in rich, hearty flavor Old Forester offers...at only pennies more. Every bottle registered to assure your satisfaction.

"There is nothing better in the market"



KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF
BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

LOOK!...



New 6½-foot Flareside Pickup—45 cubic foot body, exclusive toggle-type tailgate latches for positive locking. Wheelbase 110 inches.

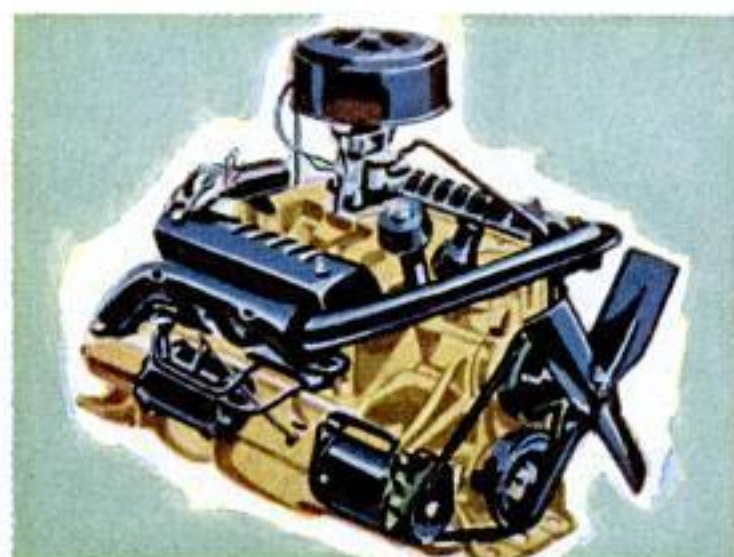
New 8-foot Flareside Pickup—65 cubic foot body is mounted on a 118-in. wheelbase chassis. Fordomatic Drive, power brakes available.

New 6½-foot Styleside Pickup—56 cubic foot body is full width of truck... and it's standard at no additional cost. 110-in. wheelbase.

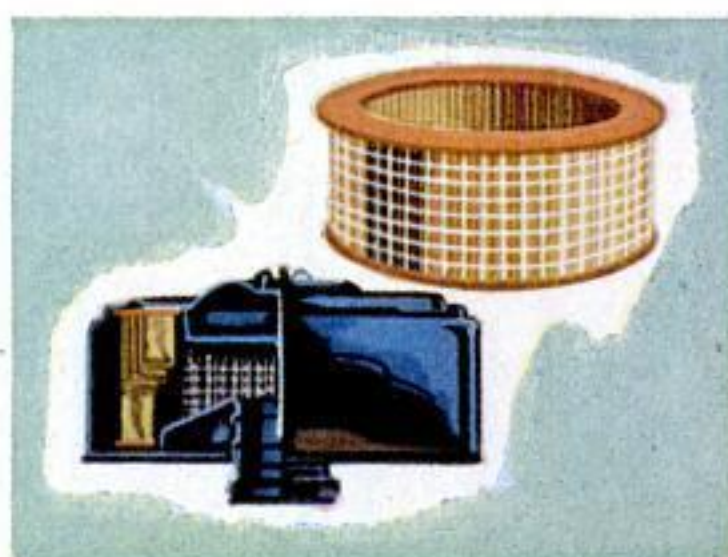
New 8-foot Styleside Pickup—biggest half-tonner ever built. King-size 70 cubic foot body is as wide as the cab. Wheelbase 118 inches.

LOOK again!

Only Ford gives you all these modern features



New Hurry-up Power—Only Ford offers modern Short Stroke design in a Six (139 hp)—as well as a V-8 (171 hp). New 8.3 compression.



New Super-Filter Air Cleaner—Stops 90% of the dirt that conventional air cleaners miss. Reusable filter element cleans by simply tapping it!



New Capacities—Up to 24% more loadspace! New Styleside bodies are as wide as the cab. New design makes side-loading far easier!

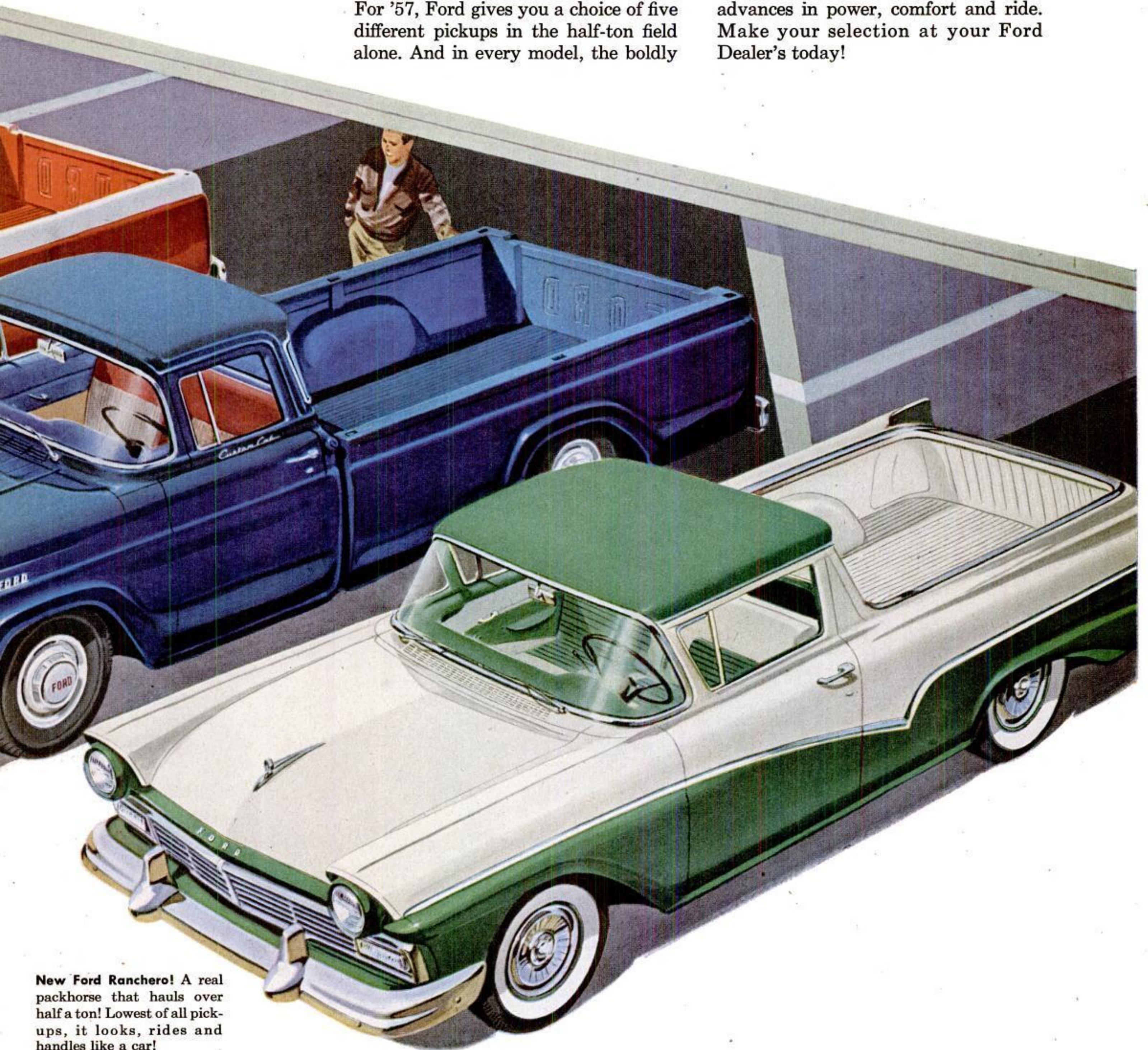


All-new Driverized Cab—Roomiest, strongest, most comfortable! New hydraulic clutch (works like hydraulic brakes), new suspended pedals!

Only Ford offers 5 1/2-ton Pickups for '57

This year, the big news—the *big choice*—in pickup trucks comes from Ford! For '57, Ford gives you a choice of five different pickups in the half-ton field alone. And in every model, the boldly

modern styling merely hints at the *deep-down* modern design, with great new advances in power, comfort and ride. Make your selection at your Ford Dealer's today!



New Ford Ranchero! A real packhorse that hauls over half a ton! Lowest of all pickups, it looks, rides and handles like a car!

**For '57—and the years ahead
FORD TRUCKS COST LESS**

...LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!

Here's why you should join the millions who use

ONLY GLEEM — the toothpaste for people who can't brush after every meal

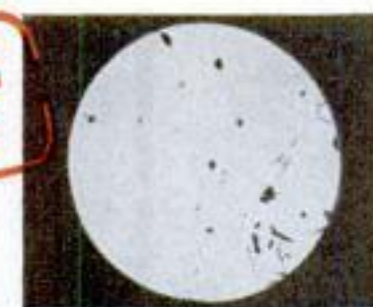


JUST ONE BRUSHING
destroys decay- and
odor-causing bacteria



MOUTH BACTERIA,
CHIEF CAUSE OF DECAY, BUILD UP
OVERNIGHT LIKE THIS

PROOF



AFTER ONE GLEEM BRUSHING,
UP TO 90% OF THESE BACTERIA
ARE DESTROYED

Can you—or your family—always take time to brush after meals, even though it's best? Then use Gleem, the toothpaste that meets this modern problem. Just *one* Gleem brushing destroys most bacteria. That's how Gleem with exclusive GL-70 gives added resistance to decay . . . and protects most people against mouth odor *all day*. You'll discover youngsters love Gleem's flavor so much it's easy to get them to brush regularly. That's why so many families use *only* Gleem—it's the toothpaste for people who can't brush after every meal.

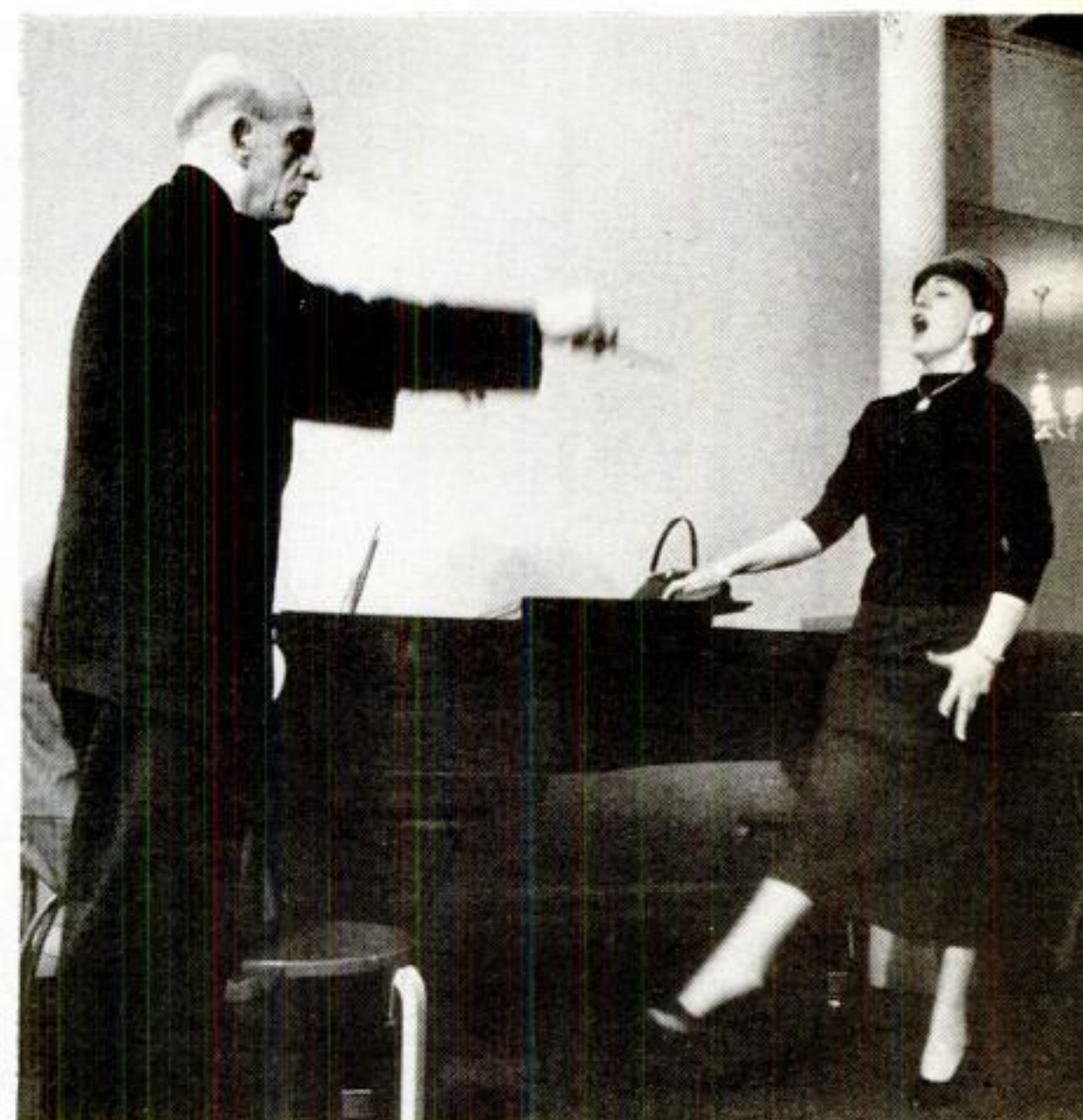
Mouth odor stopped all day with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor. Start *your* day with Gleem.



ONLY GLEEM
has GL-70
to fight decay!



DIVA'S DEATH puts Tebaldi in a difficult singing position as, in last arias of *La Traviata's* consumptive heroine, she faints back on her stage bed.



TEBALDI REHEARSES "TOSCA" FOR MITROPOULOS

A New Pet at the Met

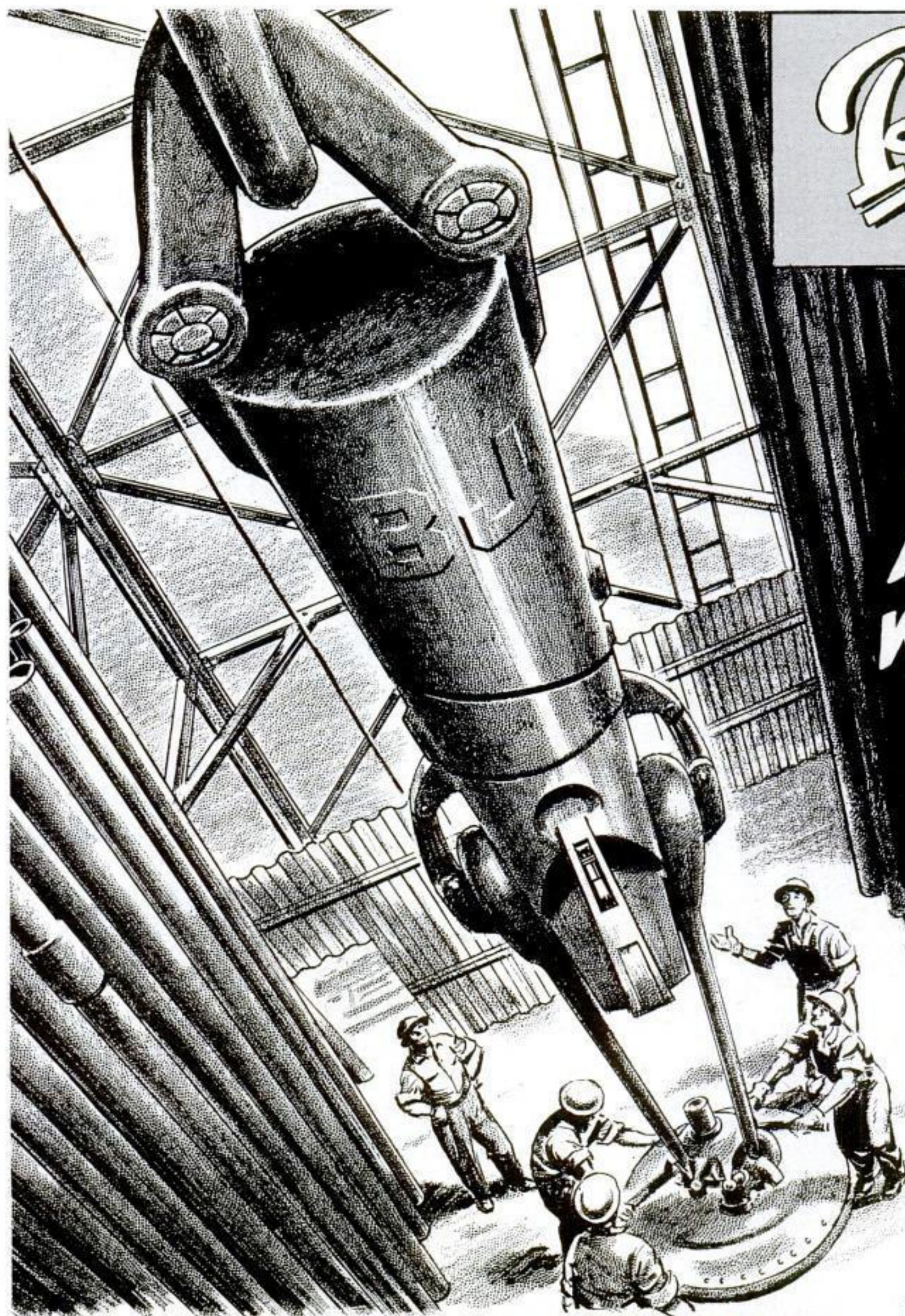
All season long U.S. opera fans have been waiting to choose their favorite in the struggle between two world-famous prima donnas who are vying for top perch in the grand operatic roost. Vivid, high-strung, New York-born Maria Callas started off the season at the Metropolitan Opera House with some exciting acting and flashy singing. Then, at mid-season, Renata Tebaldi, a Milanese with a gentler manner, came on in a lavish new production of Verdi's *La Traviata*.

With a large voice she controls easily in the softest of song passages, Tebaldi was at her impressive best in *Traviata's* anguished death scene (*left*). A few days later, after rehearsing with Dimitri Mitropoulos, she was on stage again in the title role of Puccini's *Tosca*. Soaring through *Tosca's* tunes at a notably slow tempo, she was able to make the most of her resplendent top tones. For her night's work she drew 21 curtain calls. This was six more than Callas collected in the same show, and on this basis established herself as the Met's pet.



SINGER'S REWARD after the second-act aria in *Tosca* rehearsal held in a Metropolitan studio is a compliment and a hand kiss from Mitropoulos.

RIPLEY'S



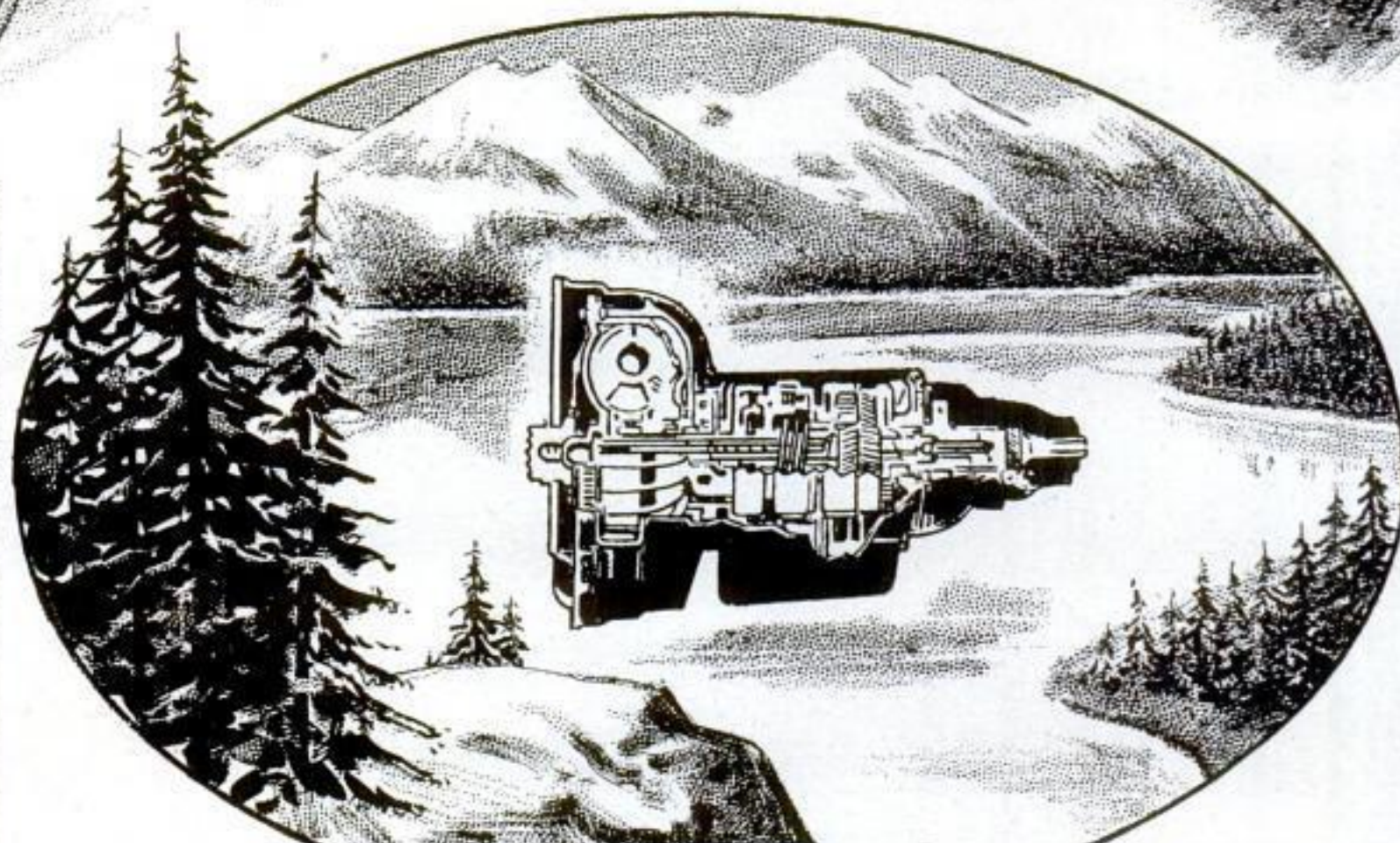
**4½ MILES DOWN...
ANGLING FOR OIL
WITH A 500-TON HOOK!**

A MILLION POUNDS--THAT'S WHAT EQUIPMENT MUST HANDLE WHEN THE ANGLING FOR OIL REACHES 4½-MILE DEPTHS. TO HANDLE SUCH WEIGHT DEFTLY, REQUIRES THE WORLD'S BIGGEST OIL WELL HOOK IN THE HOISTING DERRICK. DESIGNED BY B-W'S BYRON JACKSON, THIS HOOK IS A PRECISION TOOL. ITS POWERFUL BUILT-IN SHOCK ABSORBER CUSHIONS SUDDEN JERKS, SAVES VALUABLE DRILL PIPE. EASILY SWIVELED BY HAND, THE HOOK AUTOMATICALLY POSITIONS GIANT OIL WELL TOOLS. FASTER, SAFER, DRILLING IS EFFECTED AT LOWEST COST.



CYCOLAC* PLASTIC ROLLER SKATES CAN CARRY 800-POUND LOAD!

THESE NEW PLASTIC SKATES FOR CHILDREN WEIGH LESS THAN A TOT'S SHOES, YET THEY'LL CARRY A FULL GROWN BEAR WITHOUT BREAKING. THE MANUFACTURER ACHIEVES EXCEPTIONAL STRENGTH AND LIGHT WEIGHT IN THE SKATE FRAMES AND WHEEL SUPPORTS BY USE OF A NEW PLASTIC CALLED CYCOLAC. A DEVELOPMENT OF B-W'S MARBON CHEMICAL, IT SHAPES EASILY, COMES IN MANY COLORS, HAS 1001 USES.



BORN IN 'MOUNTAIN AIR'-- B-W AUTOMATIC TRANSMISSIONS RUN EXTRA SMOOTH!

EVEN AIRBORNE DUST AND MOISTURE GETTING INTO TRANSMISSIONS DURING ASSEMBLY MIGHT HURT PERFORMANCE. NO CHANCES ARE TAKEN WITH B-W AUTOMATICS! THEY'RE BUILT AND SEALED SHUT IN AIR PURE AS ON A MOUNTAIN TOP. DUST IS FILTERED OUT. THE AIR IS DEHUMIDIFIED, EVEN COOLED. SUCH CARE IS ONE REASON B-W AUTOMATICS IN CARS ARE SO UNUSUALLY SMOOTH OPERATING-- AND STAY THAT WAY.

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IN ALL ARE MADE BY**

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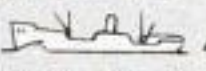
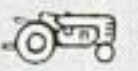

ENGINEERING

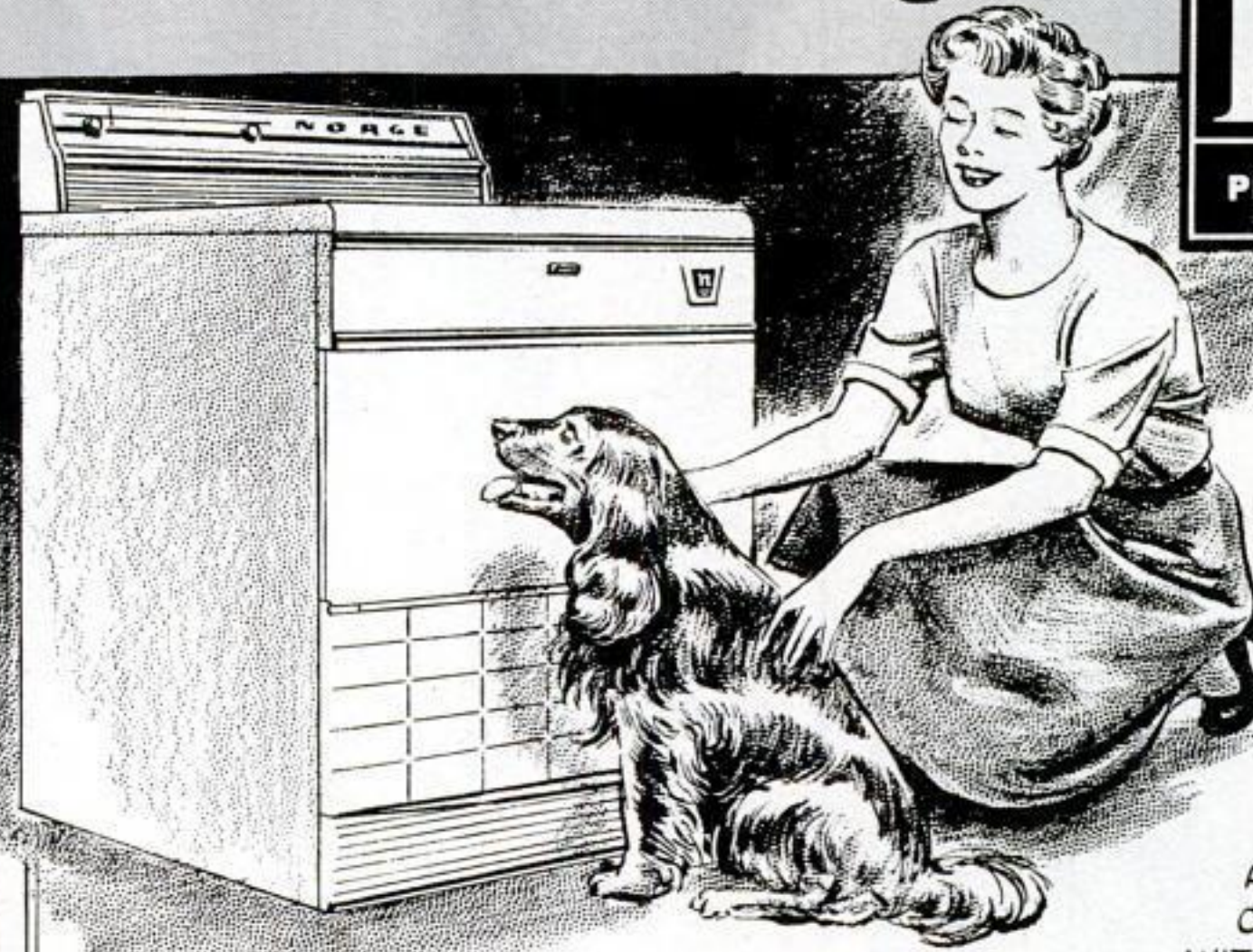
B-W

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PRODUCTION

BORG-WARNER SKILL AND INGENUITY BENEFIT ALMOST EVERY AMERICAN EVERY DAY THROUGH THE AUTOMOTIVE, AVIATION, MARINE, FARM MACHINERY AND HOME EQUIPMENT FIELDS!

19 OUT OF THE 20 MAKES OF CARS  CONTAIN ESSENTIAL **B-W** PARTS. EVERY COMMERCIAL PLANE  AND MANY SHIPS  HAVE VITAL **B-W** COMPONENTS. 9 OUT OF 10 FARMS USE **B-W** EQUIPPED MACHINES.  EVERY OIL FIELD USES **B-W** EQUIPMENT. MILLIONS OF HOMES HAVE **B-W** BUILDING MATERIALS, EQUIPMENT AND APPLIANCES. 



THIS DRYER IS GENTLE ENOUGH TO DRY A DOG!

IN THE **B-W NORGE** **TIMELINE* DRYER**, A DOG ACTUALLY COULD BE DRIED WITHOUT HARM.

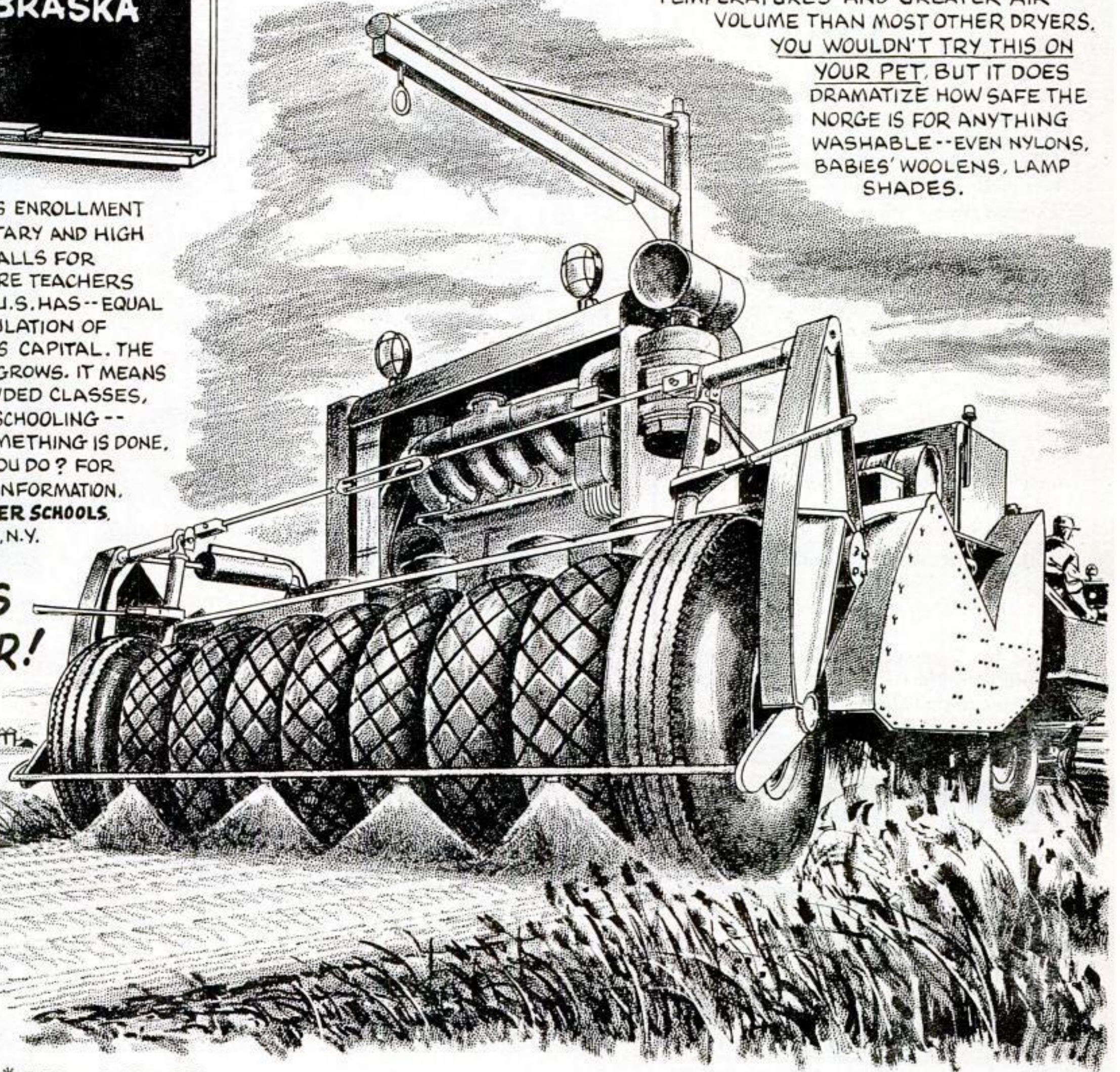
IT'S POSSIBLE BECAUSE TUMBLING CAN BE SHUT OFF ... AND THE NORGE USES SO MUCH LOWER TEMPERATURES AND GREATER AIR VOLUME THAN MOST OTHER DRYERS. YOU WOULDN'T TRY THIS ON YOUR PET, BUT IT DOES DRAMATIZE HOW SAFE THE NORGE IS FOR ANYTHING WASHABLE--EVEN NYLONS, BABIES' WOOLENS, LAMP SHADES.

TEACHER SHORTAGE = POPULATION OF LINCOLN, NEBRASKA

THIS YEAR'S ENROLLMENT IN ELEMENTARY AND HIGH SCHOOLS CALLS FOR 120,700 MORE TEACHERS THAN THE U.S. HAS--EQUAL TO THE POPULATION OF NEBRASKA'S CAPITAL. THE SHORTAGE GROWS. IT MEANS OVER-CROWDED CLASSES, HALF-DAY SCHOOLING--UNLESS SOMETHING IS DONE. WHAT CAN YOU DO? FOR PRACTICAL INFORMATION, WRITE **BETTER SCHOOLS**, 9 E. 40th ST., N.Y.

NEW DO-IT-ALL PUTS IN CROPS 1900% FASTER!

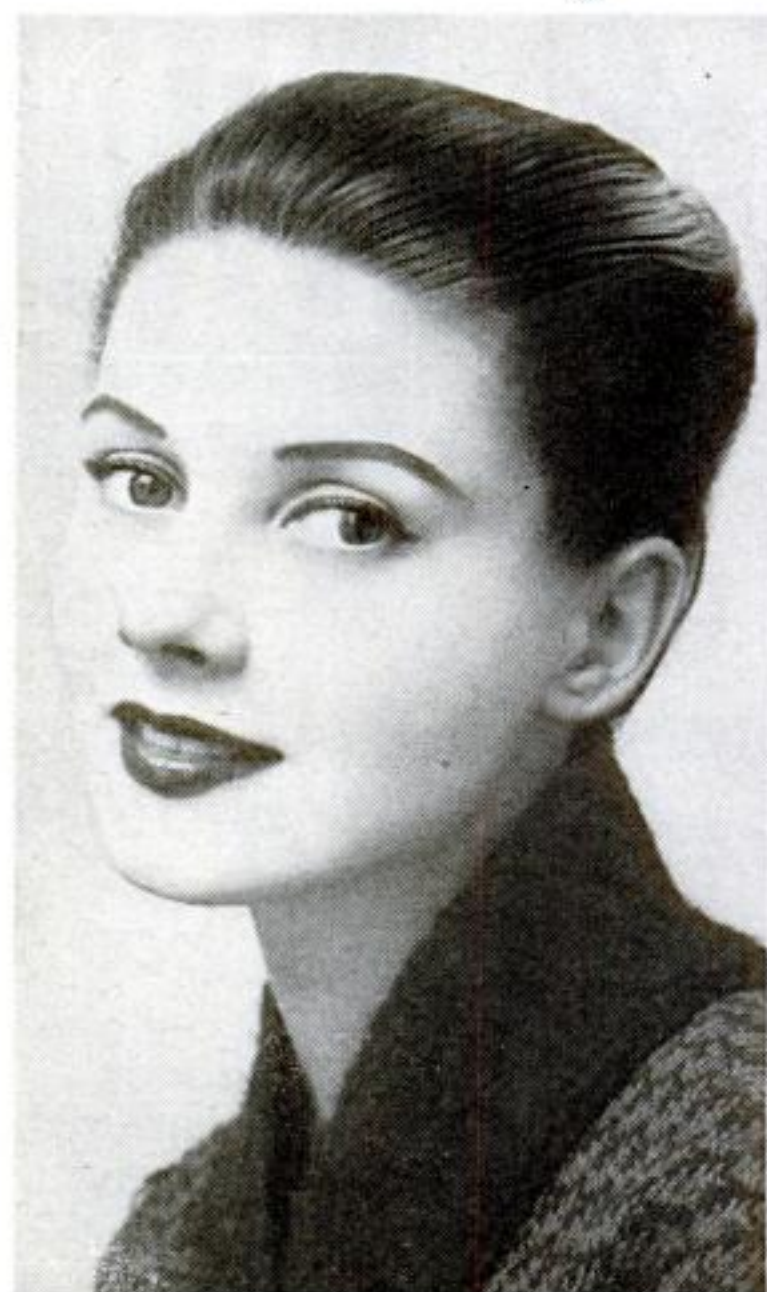
IT COMPLETES 20 HOURS WORK IN 1! PULLED OVER THE GROUND ONCE, IT DOES THE WHOLE PLANTING JOB--PLOWS, DISCS, HARROWS, FERTILIZES, LEVELS, SEEDS, PACKS, AND WEED SPRAYS. PERFORMING SO MANY OPERATIONS AT ONE TIME TAKES BIG ENGINE POWER. AND TO GET IT DELIVERED TO ALL THE WORK UNITS WITHOUT SLIPPAGE AN EXTRA RUGGED MAIN DRIVE CLUTCH IS NEEDED. SO IT'S ONE MADE BY **B-W's ROCKFORD CLUTCH**... DESIGNED FOR HEAVY DUTY, LONG WEAR.



* REG. U.S. PAT. OFF.

These units form **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago. Research Center, Des Plaines, Ill. **DIVISIONS:** ATKINS SAW • BORG & BECK • BUILDER SALES • BYRON JACKSON • CALUMET STEEL • DETECTOLAB • FRANKLIN STEEL • INGERSOLL CONDITIONED AIR • INGERSOLL HUMPHRIES • INGERSOLL KALAMAZOO • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • MARBON CHEMICAL • MARVEL-SCHEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • NORGE • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WOOSTER DIVISION • YORK. **SUBSIDIARIES:** B-W ACCEPTANCE CORP. • BORG-WARNER INTERNATIONAL • BORG-WARNER, LTD. • BORG-WARNER SERVICE PARTS • BYRON JACKSON OF CANADA, LTD. • BJ SERVICE, INC. • EBERHARDT-DENVER • LONG MFG., LTD. • MORSE CHAIN • MORSE CHAIN OF CANADA, LTD. • REFLECTAL • WARNER GEAR, LTD. • WESTON HYDRAULICS, LTD.

Wouldn't you

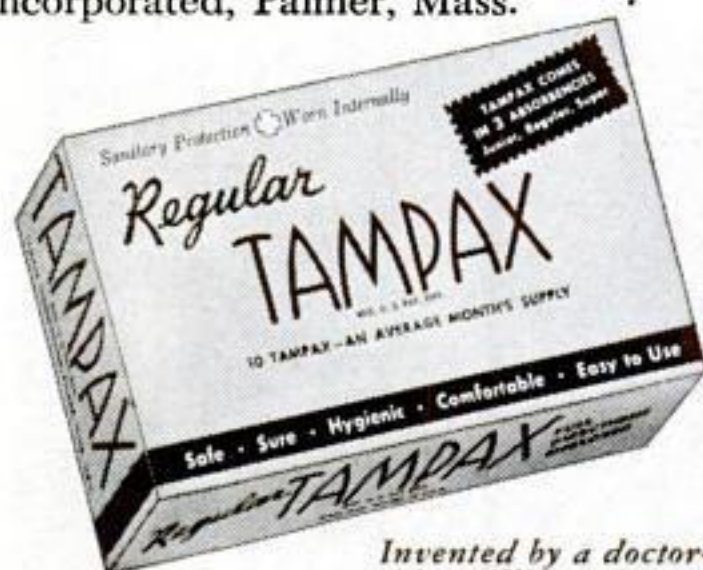


advise other women to use TAMPAX?

Friends lose their reticence and speak out with force and conviction about Tampax® internal sanitary protection. Office workers buttonhole each other; housewives share confidences. Because Tampax deals with a universal feminine problem, women seem to feel they are almost traitors to their own sex if they fail to stress the benefits of Tampax. Said one woman: "I'd tell a friend about it just as I'd tell a savage electric lights are better than oil lamps."

What are the features of Tampax that generate such enthusiasm? Complete comfort. Invisible when in place. No odor. No chafing. No irritation. Does away with cumbersome belts, pins, pads. No disposal problems. No carrying problems. No tub or shower problems.

In fact, in every way Tampax is nicer, daintier, more convenient. Choose from 3 absorbency-sizes (Regular, Super, Junior) wherever drug products are sold. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



*Invented by a doctor—
now used by millions of women*

TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Absorbency is checked below.

() REGULAR () SUPER () JUNIOR

Name _____ (Please print)

Address _____

City _____ State _____

MOVIES



BOUND TO STAKE, Jean Seberg as Joan stands over pile of faggots as the executioners prepare her for burning.



FLAMES EXPLODE close to Jean. Gas which seeped into pile from open but unlit jets was accidentally ignited.



CLOTHES AFIRE, Jean screams, "I'm burning," as the executioner, Actor Bernard Miles, leaps to her rescue.



BEATING OUT FIRE in clothes, crowd carries Jean to dressing room. She was burned on right hand and stomach.

St. Joan Really Burns

In England an actress playing Joan of Arc came close to ultimate realism in portraying the role. Young Jean Seberg, the 18-year-old chosen by Movie Director Otto Preminger for the part in his film (LIFE, Oct. 29), was chained atop the faggots, and soldiers had touched torches to hidden gas jets. Suddenly the gas exploded and flames leaped high, setting the actress's clothes afire. Hurriedly the executioners beat out the fire, untied their victim and a doctor applied unguents to her burns. Scorched but not badly hurt, Jean mourned, "I smell just like a singed chicken."



SCORCHED JOAN, wearing right hand in a bandage, sips a cup of hot tea. Next day she resumed work on film.

Hal March asks the 50° to 75° question!

What is a Tempawate? It's the lighter-weight, perfect-weight suit for "in-between" temperatures of 50° to 75°...when the weather is too warm for winterweights, too cool for summerweights. Hart Schaffner & Marx tailors these remarkable suits for men *and* women in a choice of handsome fabrics, plain and patterned...and you'll wear your Tempawates more days, more seasons, more comfortably. Indoors, outdoors, in or out of isolation booths, the correct answer is always Tempawate suits.

HART SCHAFFNER & MARX

FAMOUS HAL MARCH AND DR. JOYCE BROTHERS of "The \$64,000 Question," Revlon's great TV Program, are wearing HS&M Tempawate suits. His is a Trend-styled, silk-highlighted worsted. Hers is of an imported French wool-and-silk.

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This beauty is no hothouse

You don't need fair weather and fine roads
to enjoy this sweet, smooth and sassy Chevy. It's as
solid and sturdy as its Body by Fisher —
beautiful, and built to *stay* that way. And the
way it's put together gives you more to be proud of!



Sweet, smooth and sassy! The new Bel Air Sport Sedan. Body by Fisher, of course, with all that means in lasting beauty.

flower... the '57 Chevrolet

The new Chevrolet is no shrinking violet when it comes to going places. You don't have to baby this beauty a bit. If you get a yen to go exploring off the beaten path—go right ahead. Chevy's built to take you where you want to travel.

You'll see why when you take a close look at it. You'll find solid construction and fine materials throughout. The body has a substantial look and feel that only Fisher Bodies seem to have. Everything from the chrome trim to the carpet on the floor is beautifully fitted. Chevrolet, you'll remem-

ber, is the only car in its field with Body by Fisher.

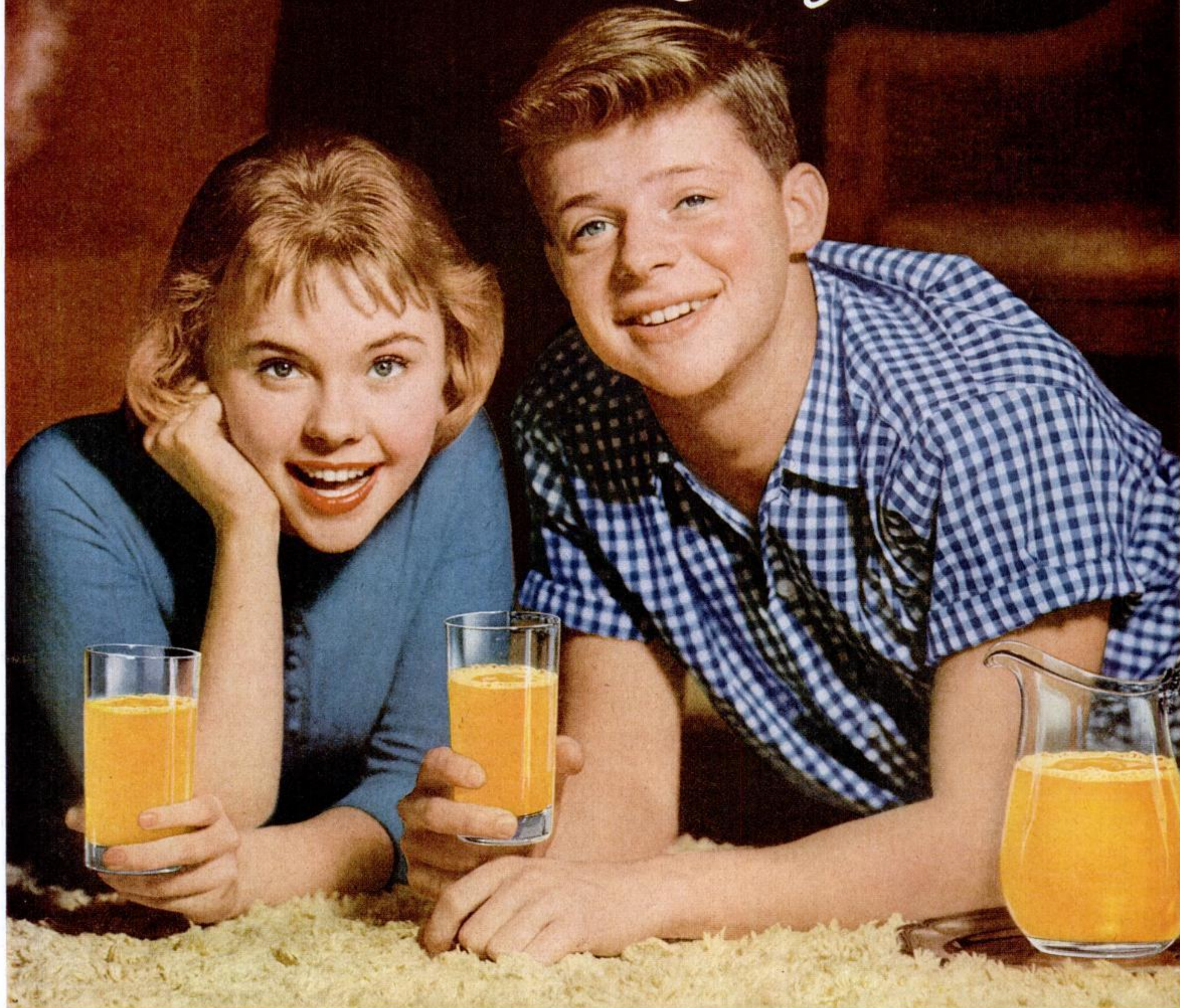
The finishing touches give you more to be proud of in Chevrolet. And long, long after that wonderful new-car smell has disappeared, you'll keep on getting a kick out of the way your Chevy looks. Of course, you'll keep on enjoying its special way of *going*, too.

Give Chevrolet the once-over at your Chevrolet dealer's, and you'll want to get your hands on it for keeps.

SEE YOUR AUTHORIZED CHEVROLET DEALER



"Make mine Orange Juice..."



and make it Fresh-Frozen!"

BETTER FOR YOU . . . any time you're thirsty! Around the clock, after work, after play, at meals and between meals—fresh-frozen orange juice is the perfect pickup. So easy to serve and so good for you—with its extra Vitamin C!

HEAVENLY TASTE! That glorious sunny sweet flavor . . . because it's fresh-frozen right in Florida from tree-ripened oranges at their peak of flavor.

COSTS LESS . . . only pennies a glass. Saves money—saves work, too. Your family will love it! Always keep a week's supply on hand. Get several cans today!

FRESH-FROZEN *Florida* **ORANGE JUICE**



©FLORIDA CITRUS COMMISSION, LAKE LAND, FLORIDA



CHARTERHOUSE At Baden-Powell's old school, British Girl Guides, Brownies and Boy Scouts sing a hymn at a memorial service for founder of scouting movement, Baden-Powell,

a descendant of Pocahontas, entered Charterhouse in 1870. He was not a star student. Nicknamed "Bathing Towel" by classmates, he often slept soundly in class, declared he wanted to "see the world." He joined the army and did.

HONOR TO AN OLD SCOUT

Youngsters around the world celebrate Baden-Powell's 100th anniversary



ROBERT BADEN-POWELL

All around the world, from hushed churches in Britain to the open plains of Africa, young voices were raised to honor a man who gave the youth of the earth a practical ideal to live by. It was the 100th anniversary of the birth of Britain's Lord Robert Baden-Powell, who 50 years ago founded the international Boy Scout movement with a group of 20 youngsters on Brownsea Island in the English Channel.

At that time Baden-Powell was England's greatest war hero, having successfully defended the African town of Mafeking for 217 days against a huge Boer force which completely surrounded it. Back in England, he found that his army manual, *Aids to Scouting*, was being eagerly devoured by youngsters and embarked on his second, more famous career.

The idea of scouting quickly caught on, and soon boys all over the world were sprouting small editions of the uniform their chief had worn at Mafeking. In later years Baden-Powell traveled extensively supervising the training of his spreading brood which today numbers seven million. His Boy Scout manual became the world's all-time best-seller after the Bible and Shakespeare's works. But until his death in 1941, at 83, he never forgot to live like a good Scout himself, sleeping outdoors and running through the entire series of Boy Scout exercises daily to keep fit.

LONDON Lady Baden-Powell, whose birthday falls on same day as her late husband's, receives a leather handbag, a present from Girl Guides. Lady Baden-Powell heads Girl Guides, which husband cofounded in 1910.



CONTINUED

Get TUMS Ideal Relief

"People-Tested" by Satisfied Millions!



Don't suffer a moment longer
from **ACID INDIGESTION**
HEARTBURN!

TUMS scientific formula works faster, safer, surer than soda or alkalizers . . . which may actually upset your digestion, prolong your discomfort.

TUMS are ideal because they neutralize only the excess stomach acid . . . safely, instantly, wherever you are!

Nothing works like modern TUMS to give such fast, safe, sure relief. Relief that really lasts, too!

For acid indigestion, heartburn, and gas, just eat one or two tasty TUMS. They quickly dissolve just right to get to the stomach fast . . . and neutralize the excess acid that causes your distress. No water needed. Take 'em wherever you are, as grateful millions of busy men, women and children are doing every day.

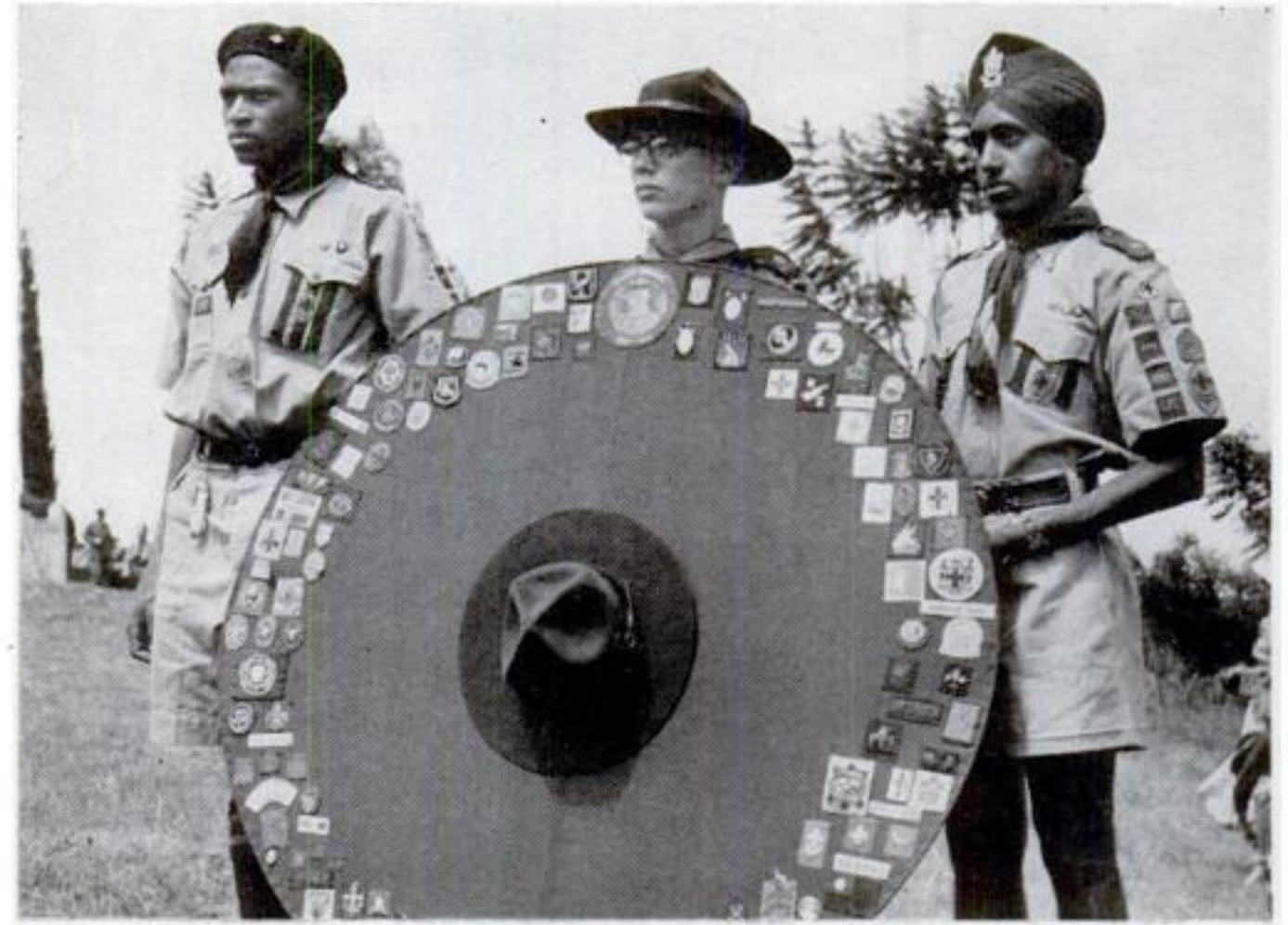


Vacuum Tin \$1
12 10¢ rolls with
Metal Carrier FREE

FOR THE TUMMY

Still Only 10¢ a Roll, 3-Roll Pack 25¢

OLD SCOUT CONTINUED



AFRICA At Baden-Powell's grave in Nyeri, Kenya, where he died at 83, Scouts hold board adorned with hat and Scout troop badges. The design represents a dot in a circle, Scout sign for "gone home."



U.S. At New Brunswick, N.J., 12 Explorer Scouts, one from each of the nation's scouting regions, stand at taps for Baden-Powell before bronze statue of a Scout in front of Boy Scouts of America headquarters.



ABBEY In Westminster Colonel John Skinner Wilson, British Boy Scout official, lays a wreath on Baden-Powell tablet after a thanksgiving service. Also present was one of the 20 original Brownsea Scouts.

CONTINUED

The new Allstate Crusader Policy gives you

23

added

auto insurance protection features

...yet you still pay Allstate's famous low rates*!

With more cars and more speed, your chances of having an auto accident are greater today than ever before. And, as you'd expect, Allstate has come through again with the *extra* auto insurance protection you need in today's traffic!

Many new, important extra-protection features have been added in the great new Allstate Crusader Policy.** Yet you still pay Allstate's famous low rates!

What's more, it's protection you can really count on from the insurance company founded by Sears. Last year alone, Allstate paid over 125 million dollars in claims to protect its policyholders. Proof that, whatever happens, you can always be sure you're in good hands with Allstate.

CHECK THE MANY NEW FEATURES LISTED AT THE RIGHT! Then see or phone your nearest Allstate Insurance Company Agent for this vital extra-protection. It's the *safest* buy you'll ever make!

Here they are! The many extra-protection features you can get with Allstate

- The liability of every household member is protected while driving your car
- Your family living with you protected when driving other cars
- You are protected when driving borrowed or rented cars
- Any additional car you buy is automatically covered for 60 days
- You are protected when driving a substitute car
- Pays every penny of repair bills when two Allstate collision-insured cars collide
- Repays towing and labor up to \$25
- Pays up to \$25 per day for court appearances for personal injury lawsuits
- Pays up to \$8 per day when car is stolen
- Repayment of bail bond is doubled to \$200 limit
- Pays transportation up to \$5 if car is disabled in accident
- Pays for burned car wiring
- Pays for all vandalism damage to tires
- Fewer restrictions on drivers in auto business
- You have liability protection when riding in a taxi
- You are protected when pulling a utility trailer with any insured car
- Payment made for eye-glasses broken in, or needed, after an accident
- Injury to passengers in mobile home or utility trailer covered
- Death, Disability and Medical Payments rate reduced 15% for safety belt users
- Loss to or of utility trailers is covered up to \$500
- Pays up to \$200 for clothing and luggage damage
- Liability assumed before an accident is covered
- You are protected when pulling a trailer with truck for non-business reasons

New protection against uninsured drivers!

Here is one of the most vital protections you need today! For little more than a penny a day you can add protection that pays for injuries or death to you or your passengers from accidents caused by uninsured motorists who are legally liable.

This is a brief listing of the features available in most states. The Contract is contained only in the policy.

This new protection also applies to all members of your family living with you, whether injured in a car or as pedestrians. Be sure you include this important new protection in your Allstate Crusader Policy. Ask your Allstate Agent for details.



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ALLSTATE
INSURANCE COMPANY

Agents offices in Sears stores, Insurance Centers and other convenient locations throughout U.S.A. and Canada. Also in Honolulu, Hawaii.

*In Texas a participating policy is issued at standard rates. **Now available in most states.

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**NO
FINER
FIT
AT ANY
PRICE**

What Bestform doesn't know about women (their figures...and how they figure) isn't worth knowing. And it shows. In the finer fit. In the better quality. In prices that are surprisingly low.

BESTFORM
GIRDLES AND BRAS

Bestform Foundations, Inc., 38-01 47th Ave., Long Island City 1, N. Y.

CAN'T STAY IN BED WITH A COLD...



NOW GET UP AND STILL GET...



Only SUPER ANAHIST® With Vitamin C Goes To Work Instantly Against Cold Misery—Even of VIRUS COLD—With This Exclusive Compound of 5 Wonder Drugs Prescribed by Doctors!

Naturally, it's best to stay in bed with a cold.

But, if you *can't*, now you can get up and still get 5 important stay-in-bed benefits.

Because 5 cold-fighting wonder drugs prescribed by doctors are now exclusively combined in each SUPER ANAHIST Tablet!

SUPER ANAHIST goes to work instantly against VIRUS COLD MISERY. 1—Reduces fever! 2—Relieves sneezes, sniffles! 3—Eases muscular aches and pains! 4—Makes you feel good again, fast! 5—Helps you resist dangerous aftereffects... even of virus colds!

So, if you can't stay in bed with a cold, even a virus cold, get SUPER ANAHIST Tablets. Save with the economical family-size package. (Also available in Canada.)

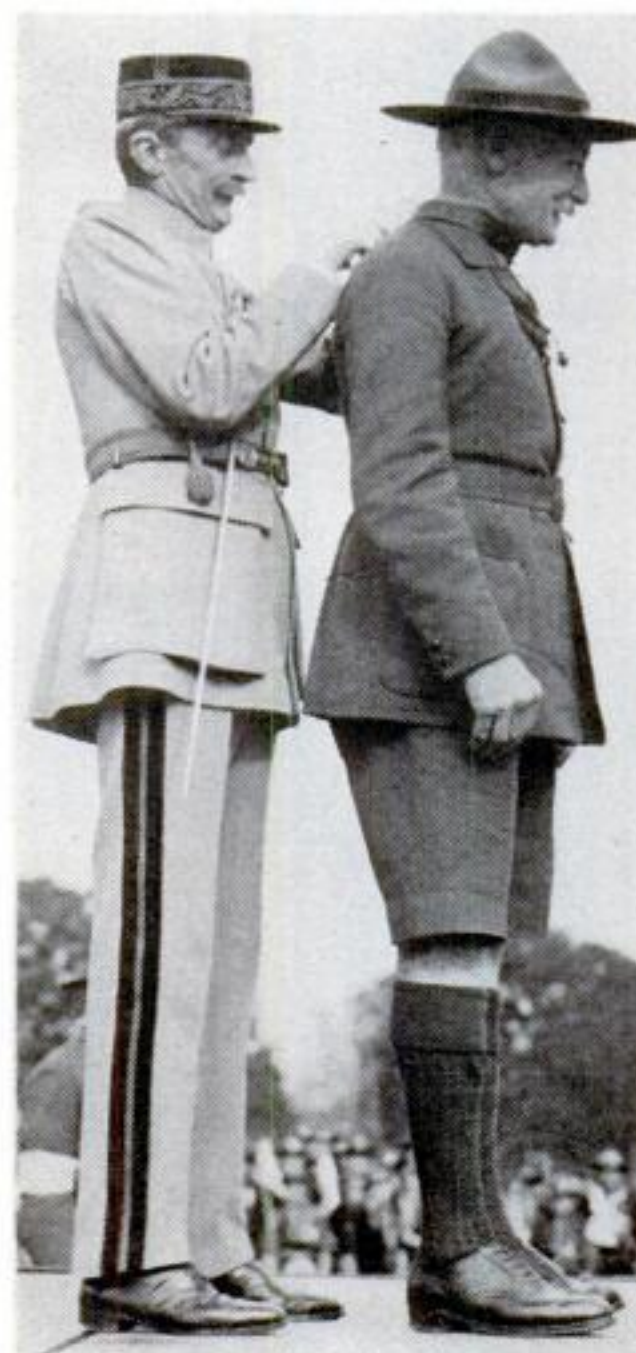
©1956 ANAHIST CO., INC.



And on Nasal Spray, Cough Syrup, Chest Rub or Throat Lozenges—the name SUPER ANAHIST means "Best Medicine for Cold's Distress"

OLD SCOUT CONTINUED

FAME AND FAITH KEPT



IN HIS MEDALS, his dress uniform and busby as colonel-in-chief of the 13/18th Hussars, Baden-Powell attends a levee at St. James's Palace.

AN HONOR ADDED, Baden-Powell is made commander of French Legion of Honor in 1922. Seven years later the king of England made him a lord.



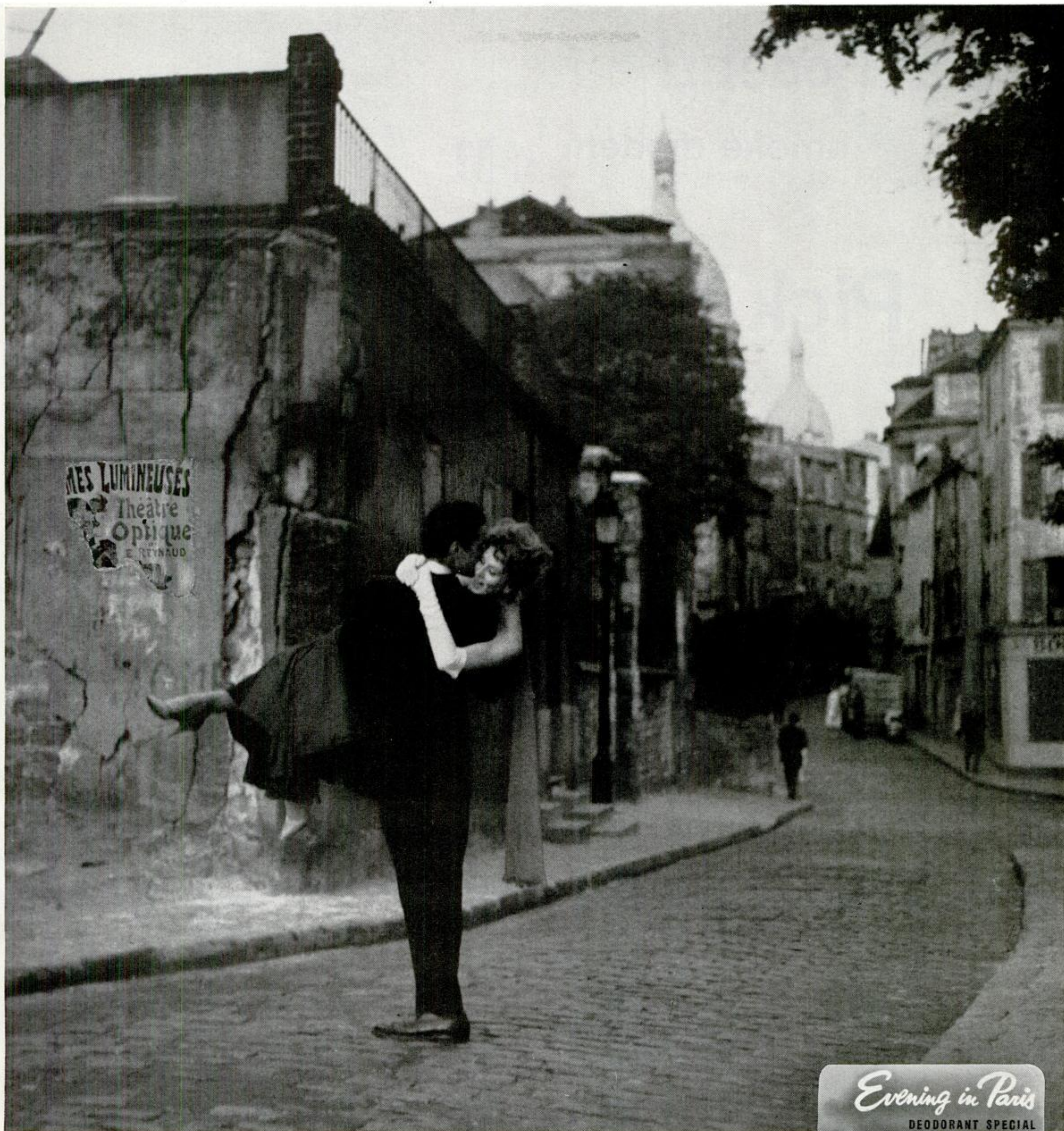
EAGER CUBS crowd around aging Baden-Powell at a 1932 Scout meet in England. The Scouts loved to hear him spin his campfire yarns about Mafeking.



MORNING RITUAL, still observed by Baden-Powell at 79, was to touch toes 21 times, uttering the title of a different cavalry regiment with each bend.



RUGGED LIVING, part of Baden-Powell's creed, led him to sleep in a cot in trailer in midst of his splendid estate at Pax Hill, in Hampshire.



PHOTOGRAPHED IN PARIS BY RICHARD AVEDON

have a breath of Paris about you—every day! Discover the most delightful deodorant stick of them all . . . Evening in Paris. It glides on dry . . . keeps underarms *dry* and delicately *fragrant* with famed Evening in Paris perfume. You feel—not merely fresh—but alluring, feminine, newly confident of your personal charm. No wonder so many women rely on it for dawn-to-dawn protection. Try it now in the new, handy push-up tube.

EVENING IN PARIS DEODORANT STICK · SPECIAL! 2 FOR \$1

regular \$1.50 value



CREATED IN FRANCE · MADE IN U. S. A. BY BOURJOIS

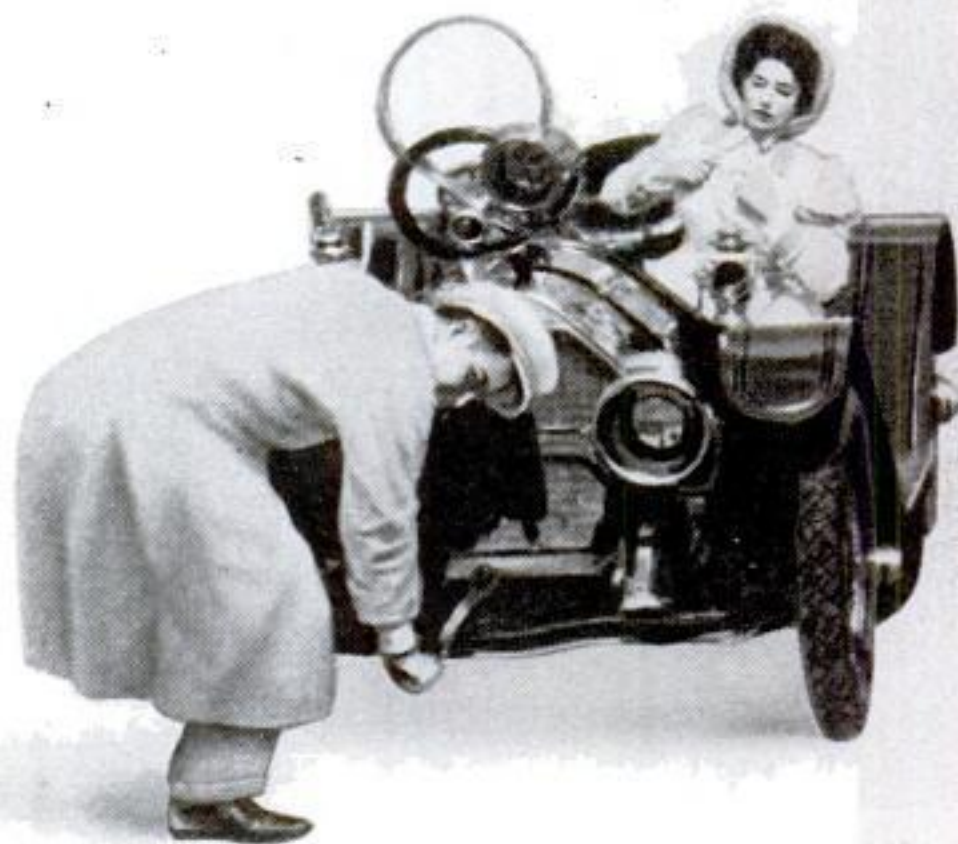
Live Modern!

smoke modern **L&M**

Pick the pack that suits you Best!

Yes, you are free to choose . . .
only when you smoke modern L&M.
And only L&M gives you the flavor . . .
the full, exciting flavor that makes L&M
America's fastest-growing cigarette.

Free up! Get more fun out of life Freshen up your taste!



Live

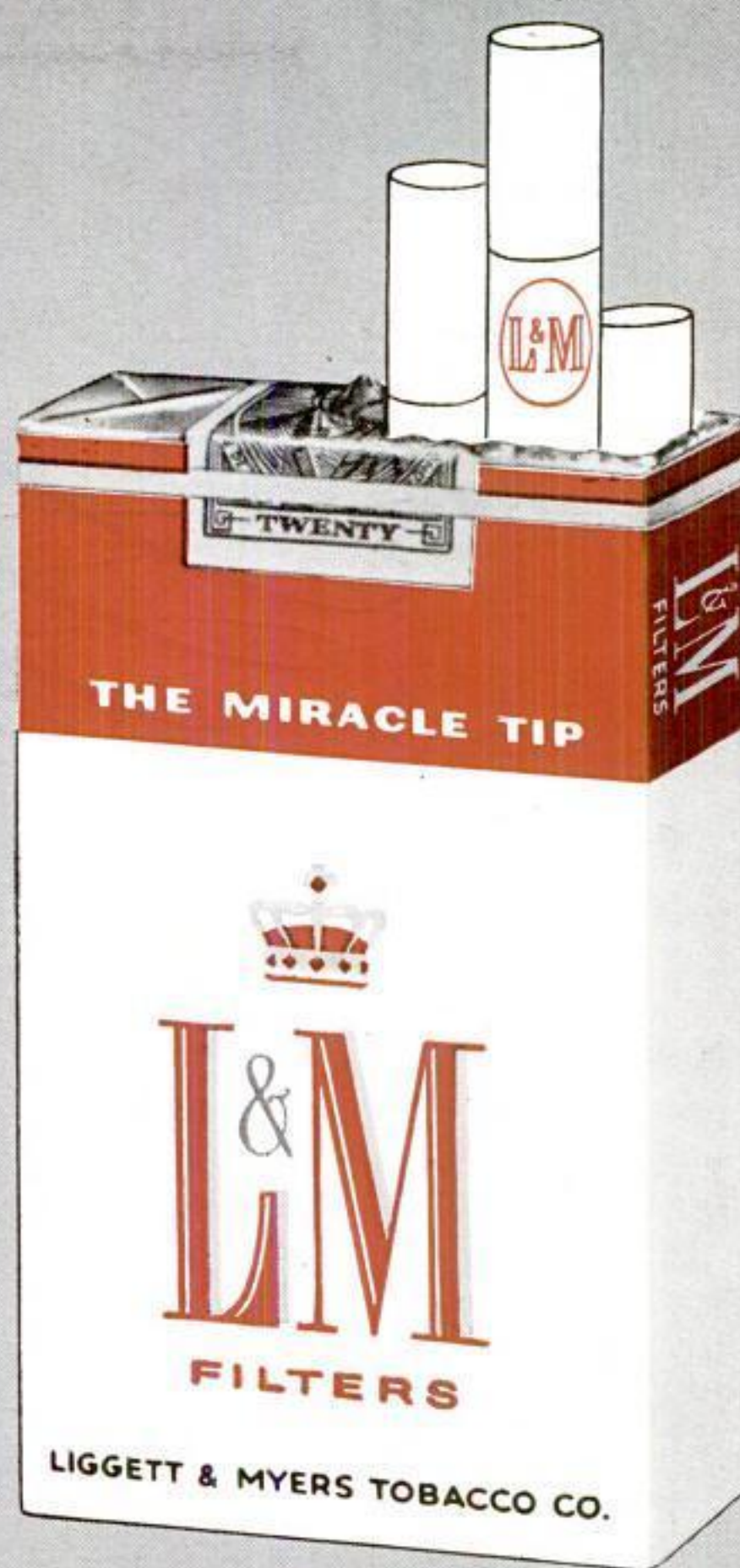


*New!
Crush-proof*

**L&M
BOX**

(COSTS
NO MORE)

Newest, modern box. Crush-proof.
Closes tight! Flavor stays in...
everything else stays out.



Handy

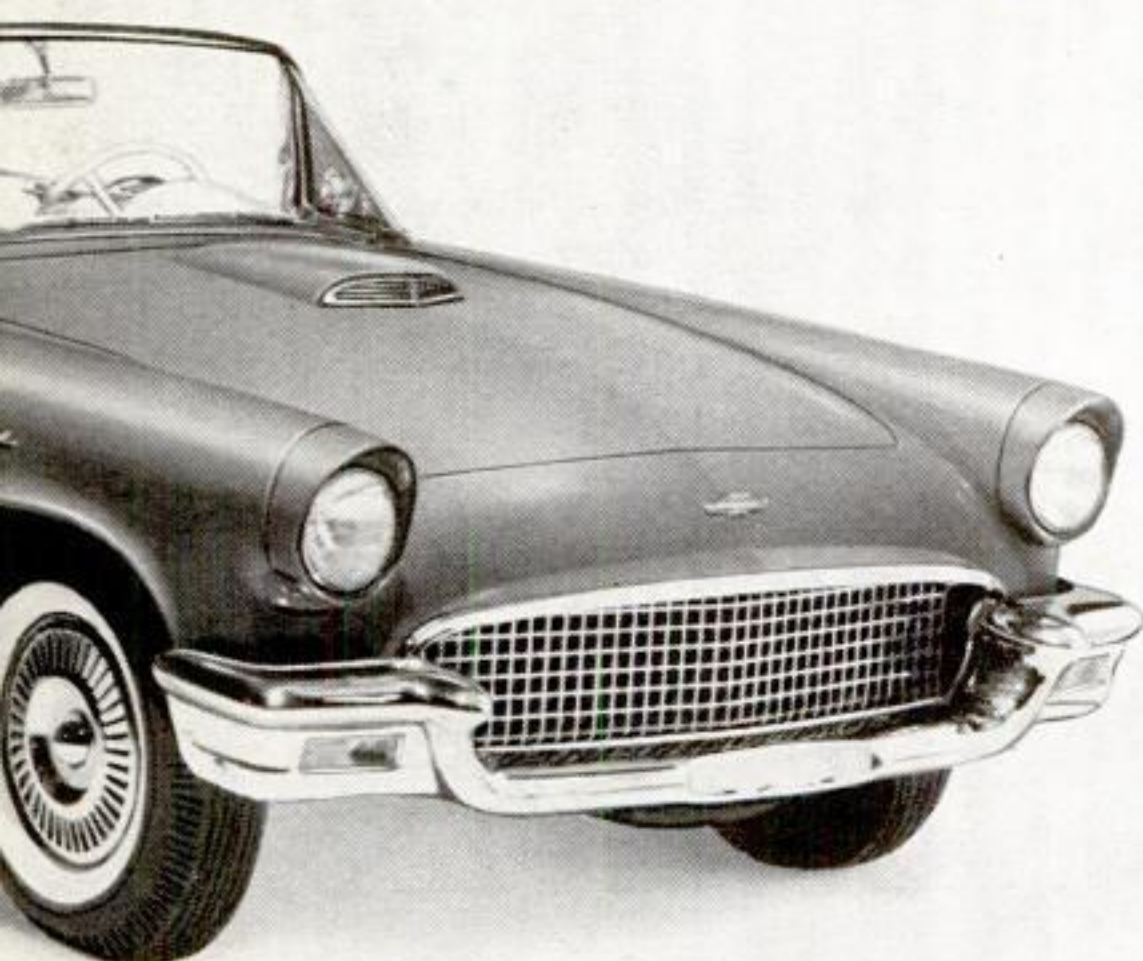
**L&M
PACK**

(KING &
REGULAR)

Ever-popular L&M handy packs!
America's fastest-growing King...
largest-selling Regular filter.

You are free to choose...only when you smoke L&M

Get more flavor out of smoking!



Get full *exciting* flavor

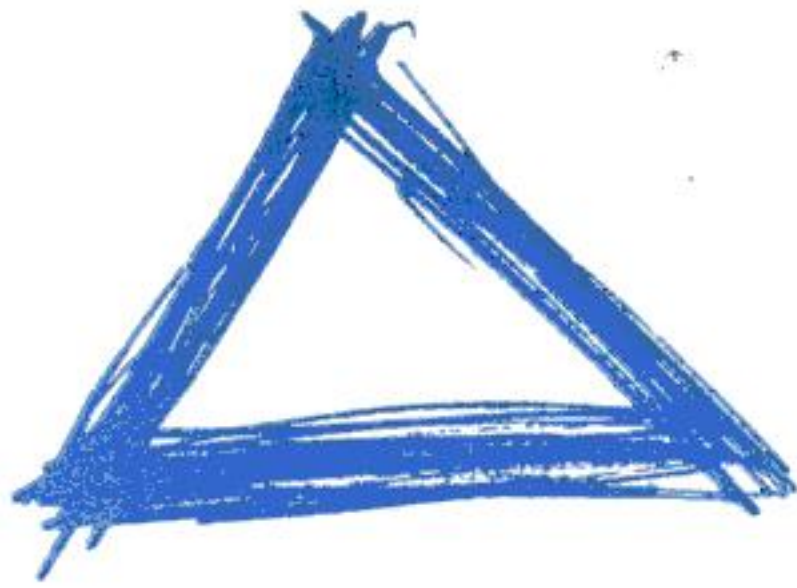
...PLUS THE PURE WHITE MIRACLE TIP



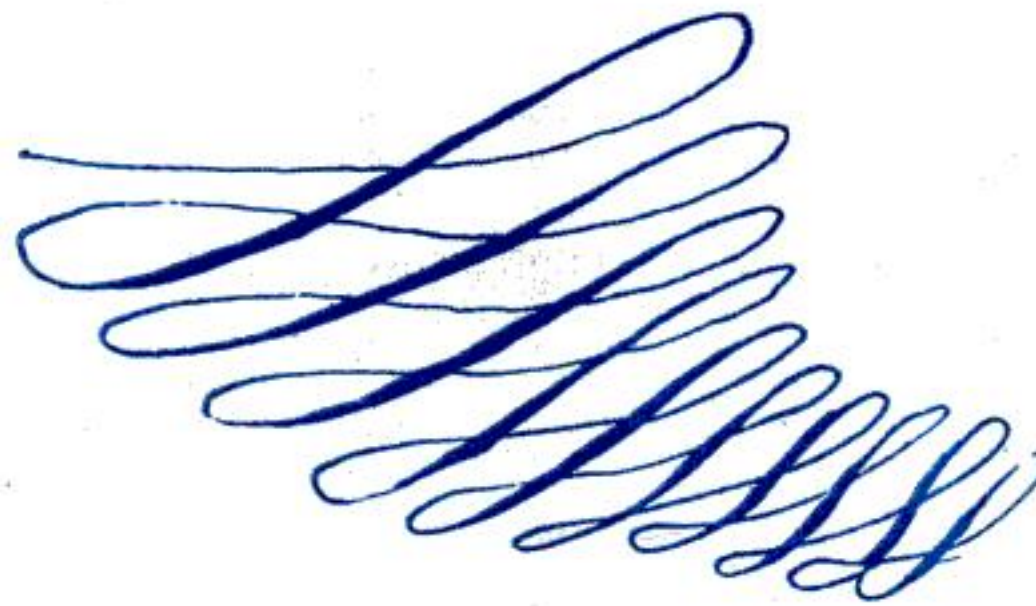
MModern! smoke **L&M**
AMERICA'S FASTEST GROWING CIGARETTE



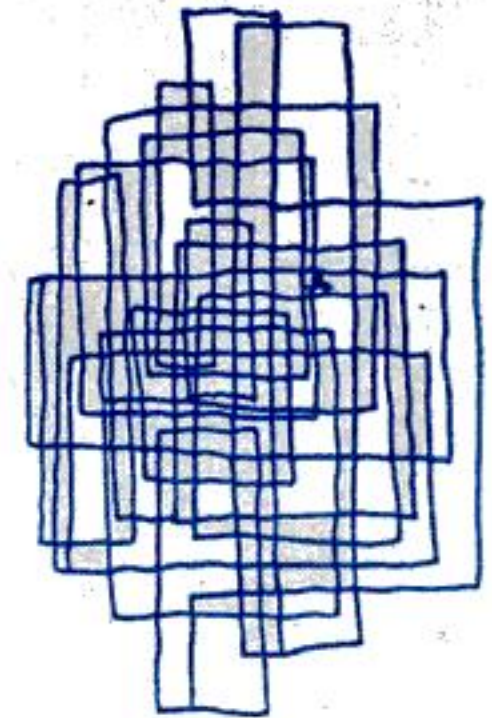
What do your doodles reveal about you?



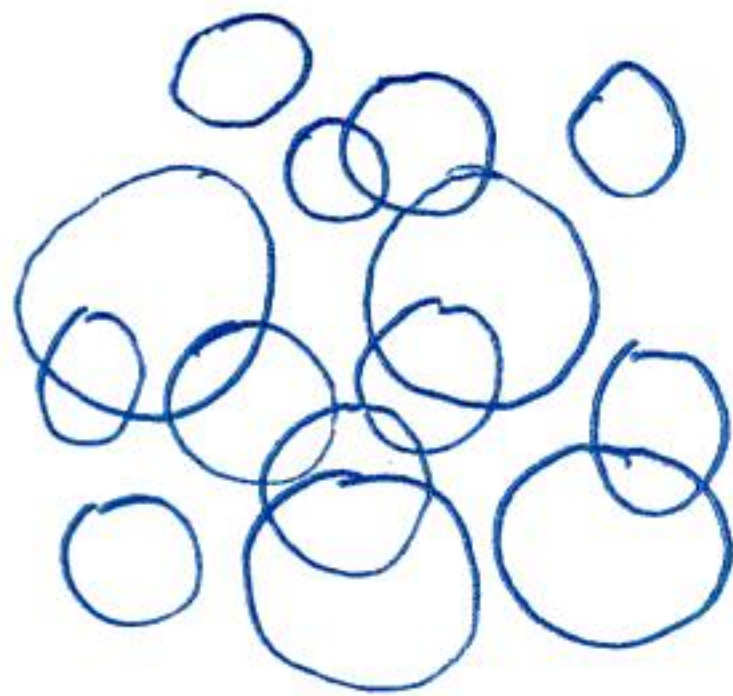
Strong, silent type—You're strong-willed and probably strong-armed. When you write, you bear down hard on the pen. You need one of Esterbrook's broad, strong stub points for really *forceful* writing!



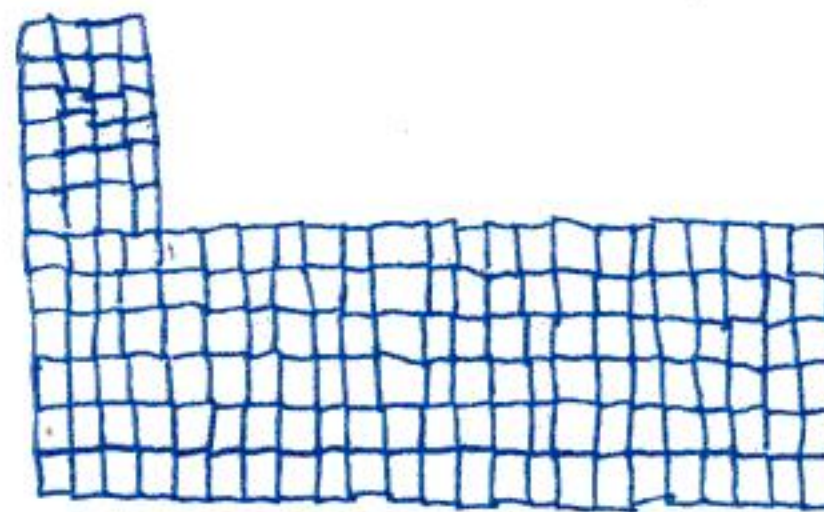
Artistic nature—You're impetuous and creative...do things with a flourish. So you need one of Esterbrook's flexible points. They make beautiful shaded lines that express your real personality.



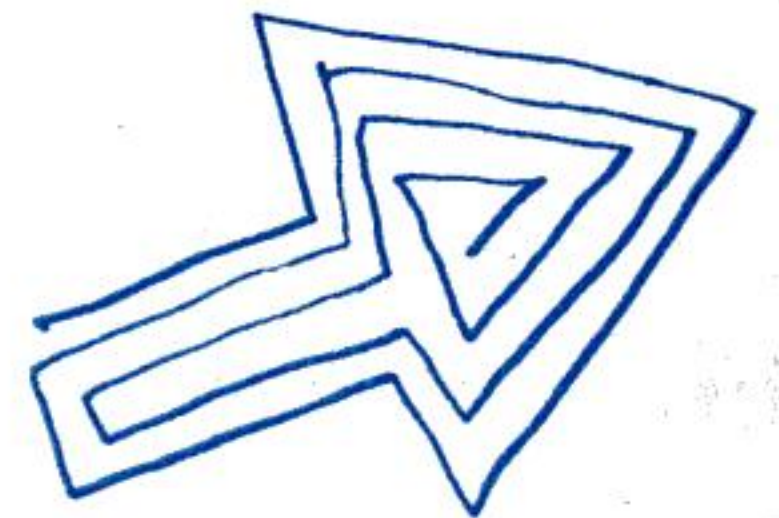
Square type—You're a perfectionist. Everything has to be neat and precise or you fly into a tizzy. Fly into a pen store instead, and choose one of Esterbrook's thin-line points for precision work.



Optimist—Why are your doodles shaped like money? Because you are happy and/or rich. You don't have to be rich to own the world's finest writing instrument—an Esterbrook Pen. You just need \$2.95.



Cautious, thrifty type—You don't take chances...watch your pennies. So aren't you happy an Esterbrook can last a lifetime? Because a damaged point is replaced in seconds at any pen counter—for 60¢.



Individualist—You're proud to be *you*...like nobody else. So, you probably already own an Esterbrook. It's the only pen that lets you match your writing personality exactly—from 32 precision points.

Choose exactly the point for you from Esterbrook's 32



Esterbrook

\$2.95 and up

Here are 5 of Esterbrook's 32 points



Prices slightly higher in Canada.



IN CHICAGO SOME WHITES JOIN NEGROES IN "WALK AND PRAY" GROUP PROTESTING EFFORT TO FORCE NEGROES FROM THEIR HOMES

THE NEGRO AND THE NORTH

Segregation is illegal, yet he encounters a great deal of discrimination

"I tell myself all the time it's better than Mississippi," says a Negro who has lived in the North for the last decade, "but I'm not always sure."

In the state he came from, segregation of Negroes is required by law. In the state he lives in, segregation is against the law. Yet discrimination of one sort or another plagues him—as it does most Negroes almost anywhere in the North. When *LIFE* surveyed segregation in the South last year (*LIFE*, Sept. 3-24), it announced that it would examine the situation of Negroes in the North. It does so in this essay.

The North has done far more for Negro dignity than the South. In the past 15 years, Negroes have advanced faster there than in any previous time and their political equality is now assured. Thousands of northern Negroes hold excellent jobs, some with white employes under them. Hundreds of thousands of northern Negroes have social contacts with their white friends. In general they fare better and earn more than in the South. This is why Negroes in the North have roughly quadrupled

since 1920 (from 1.5 million to nearly 6 million) while the number in the South has risen a mere 30% (from 9 million to about 12 million).

Yet northern Negroes keep encountering walls of exclusion which result from combinations of subterfuge, subtlety, paradox and hypocrisy. Some Negroes are jammed into ghettos more rigid and more squalid than many of those in the South. The northern white violence against Negroes at Trumbull Park in Chicago since 1953 has been as bad as any southern white violence in Montgomery, Ala.—and has drawn a peaceable Negro response modeled on Montgomery (*above*).

Yet an enormous difference exists between legal segregation in the South and practices in the North, where discrimination is a matter of social pressures. In the South resistance to desegregation is open and blatant. In the North, it is covert. In most of the South, segregation is still a way of life to be defended. In more and more of the North, discrimination is coming to be recognized as a wrong to be corrected.



EXCLUDED SURGEON, Dr. Clyde Phillips stands outside Woodlawn Hospital where he cannot work.



IN NEGRO HOSPITAL, the Provident, Dr. Phillips treats tumor patients. Provident, a private hospital,



handles a crushing load of patients who find difficulty getting treatment in other private institutions.



WITH A MIXED CLASS, Reverend David Fison, white Methodist minister, walks children from their

Chicago elementary school to released-time session in his church, which he encourages Negroes to join.



REPRISAL for his policies brings Dr. Fison broken windows and various threats from hostile whites.



IN PUBLIC HOSPITAL, the Cook County, facilities are so jammed that some women above had waited

seven hours. Many can afford private care but cannot get it. Records call them "medically indigent."



PROSPEROUS DOCTOR, Phillips lives with wife in pleasant apartment. His patients are all Negro.

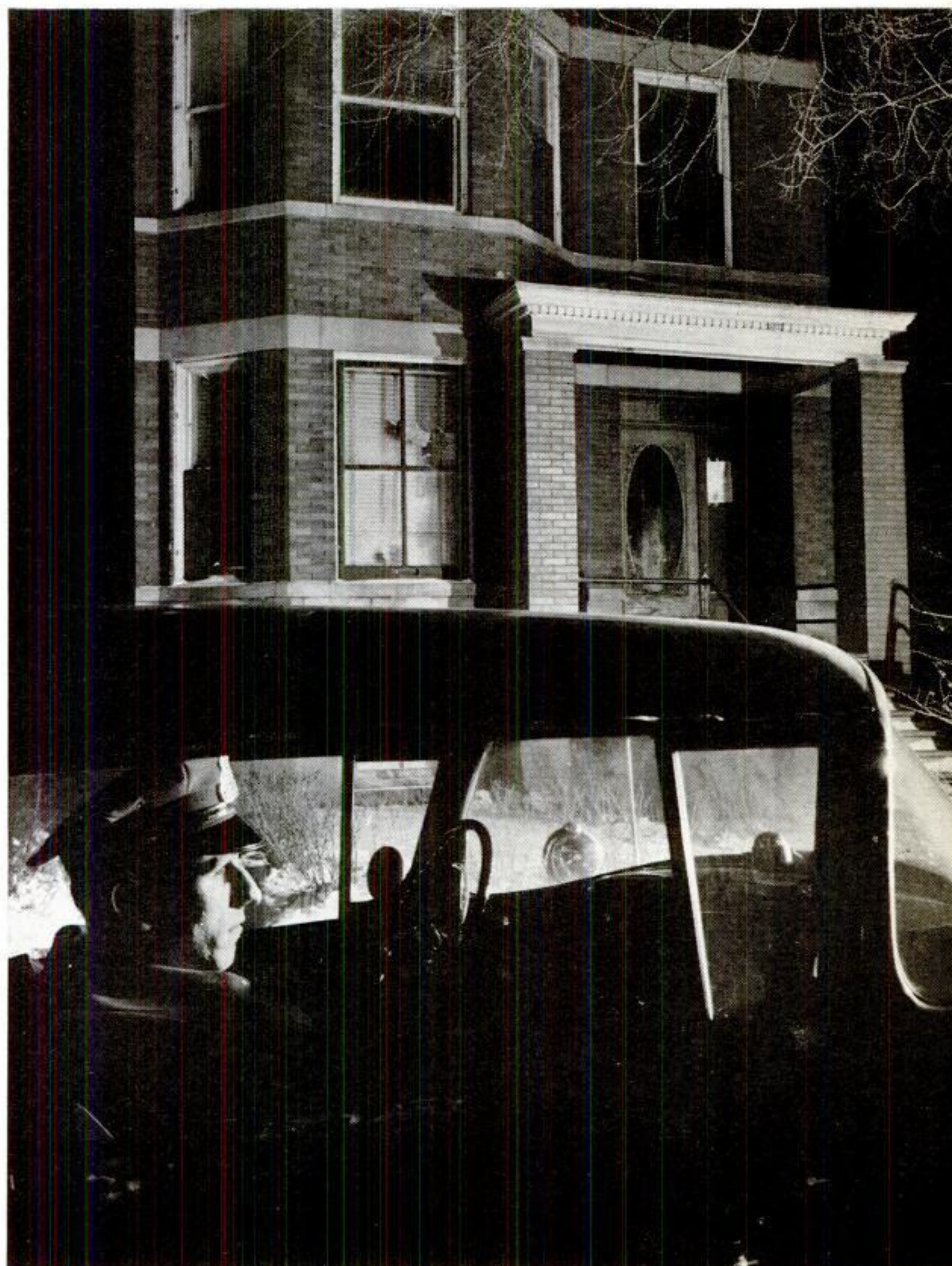
BARRIER FOR DOCTOR, STONES FOR FRIEND

Dr. Clyde W. Phillips, 33, who was the 32nd Negro to pass the stiff exams of the American Board of Surgery, spent two years as surgical chief of a large Air Force hospital. He had full freedom to treat and operate on white and Negro, Northerner and Southerner alike, with never an objection from anyone. "I was proud of that experience," he says. When Dr. Phillips returned to his native Chicago, he applied to seven white hospitals for a staff position. All turned him down. There are no Negro surgeons at any of Chicago's 77 private hospitals except Provident (*above*). Only half a dozen of these 77 private hospitals accept Negro patients in appreciable numbers, even though 22% of Chicago's population is Negro and the city has an ordinance forbidding hospital discrimination.

In many places in the North, Negro doctors and patients are likely to get a similar short shrift. It is a kind of passive white resistance to their progress that Negroes find hard to counteract. It is actually simpler for them to confront a kind of resistance that is much rarer in the North: violence.

The most spectacular recent example of violent resistance occurred in Chicago in the Trumbull Park area where since 1953 the whites have savagely fought against the introduction of Negroes into its public housing (*LIFE*, Nov. 9, 1953). The law came in to protect the Negroes and for a time the police force on guard in this one small section rose to 1,200—about 15% of all the police in Chicago. Stores that traded with Negroes were smashed and had to close. Negroes in the area still hesitate to walk its streets and must do all their shopping some distance away. A 50-man police force is still on 24-hour duty in the district, and incidents still happen though the neighborhood has largely calmed down.

Yet in the Trumbull Park area white people have joined Negroes in their effort to end the discrimination. Some have joined the "walk and pray" group (*p. 151*). More support the Reverend David Fison (*left*), a young white Methodist who has brought Negroes into his South Deering Methodist Church. "I think the church will be a major factor in healing the dissension that has been in this community," says Pastor Fison. These are signs of hope at Trumbull Park, which for a time lacked any. Teached Scott, a Negro living there, voices the hope: "It may be that some day we'll be able to live here like normal people. That would be nice."



ON NIGHT WATCH Chicago police guard home of Negro family which moved into white area. Papers in window cover holes made by bricks neighbors threw.



AT HIS JOB Robert Herndon works on classified projects for North American Aviation, which hired him away from a Bonneville Power Administration post.

DISCRIMINATION CONTINUED



HOUSE HUNTING, Herndon is told by politely firm Virginia Bailey of Paradise Realty: "I can save you the trouble right now. They just won't sell to you."

HOME BUYER STOPPED AND SELLER SNUBBED

Robert Herndon, only five years out of college, has had no trouble getting a good job. He benefits from the shortage of engineers and has an \$8,000-a-year job in Los Angeles as an aviation design engineer. Today qualified Negro engineers find a readier acceptance in the North than any other professional group. The whole 1956 and 1957 classes of engineers at Howard, a Negro university, had fine job offers long before graduation.

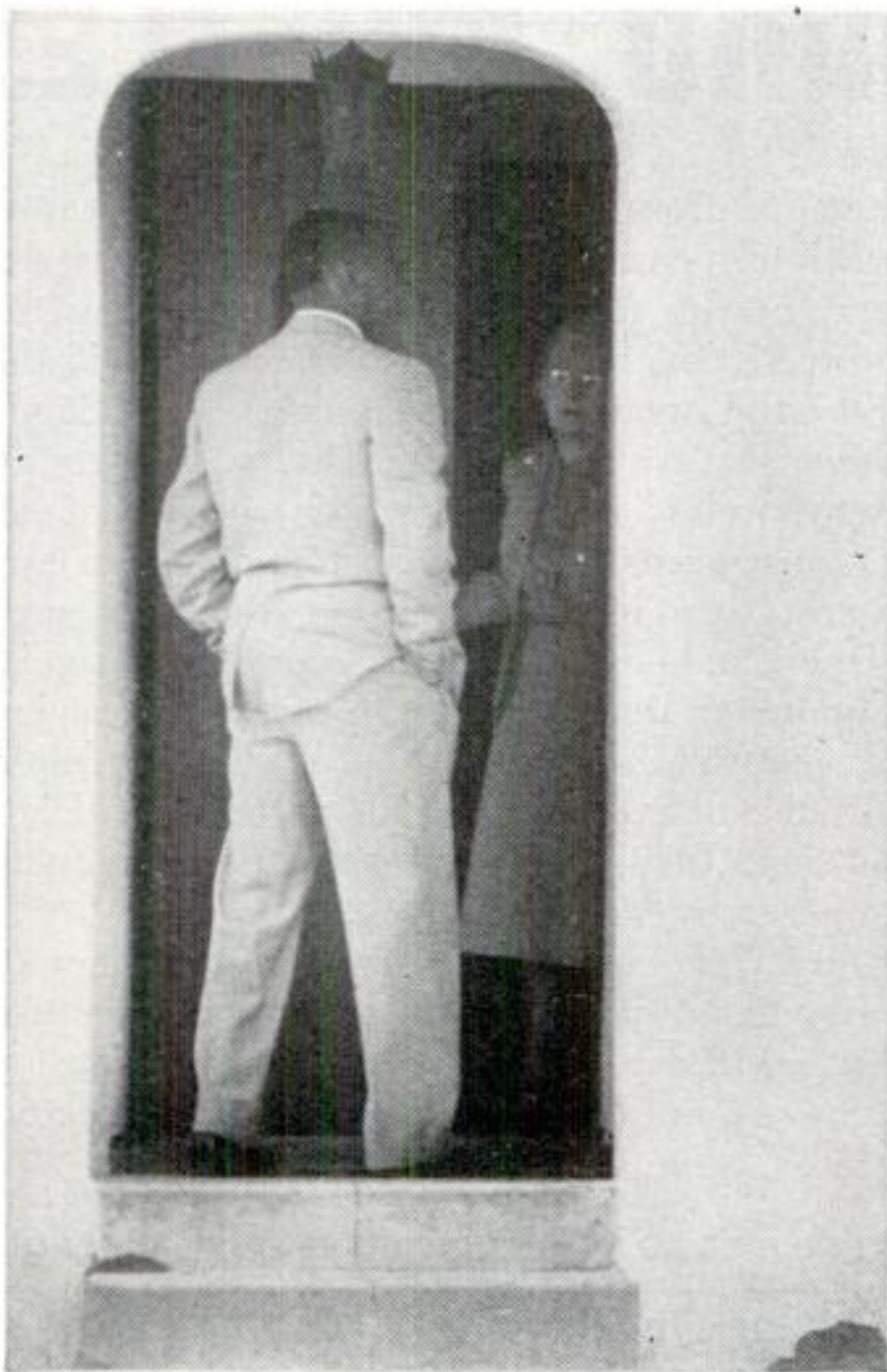


PLANNING CAMPAIGN, James Del Rio (right) goes over blueprints of Negro housing development.



INSTRUCTING STAFF, Del Rio addresses his 32-man sales force. Young (33) Del Rio works hard

seven days a week. His aggressiveness has made him disliked by some Detroiters both white and black.



HALTED AT DOOR, he is told by another agent, "I won't even take time to show you the house."



IN PRESENT HOME Herndon eats with wife Mary and 3-year-old Tony. House is old-fashioned, in a

mixed neighborhood of pre-World War II homes. He has \$2,200 for a down payment on new house.

But Herndon is unable to enjoy one important thing he can afford. He and his wife want a good house. Although new homes are sprouting all over, they cannot buy a home they like in the Los Angeles area—which discriminates even more strongly against Mexican-Americans.

Negro real estate men find few attractive houses anywhere for their clients, and seek to open new areas for Negroes. They face many kinds

of obstacles. James Del Rio (*below*) is a hugely successful Detroit real estate man with an annual gross of \$5 million. He has applied several times for membership in the Detroit branch of the National Association of Real Estate Boards, whose members are the only ones permitted to call themselves "realtors." He has always been turned down. Several N.A.R.E.B. branches have Negro members. But Detroit's is Jim Crow.



AT REAR TABLE Del Rio and business colleague lunch in Victor Lim's restaurant. Even when the place is empty Del Rio is always sent to back of the room.

DEL RIO, ASSISTANT CONSIDER USING AD WITH FORBIDDEN TERM "REALTOR" →

CONTINUED



MUSIC AND MUSCLES

From artists to day laborers, Negroes in the North find themselves excluded from work which white men may do. One of the best classical oboists in the U.S. is Harry Smyles (*left*). The late Serge Koussevitsky of the Boston Symphony wrote that Smyles was "perfectly qualified to take a position in any orchestral organization in America." Yet Smyles has never found a symphony that would hire him. He has strongly and vocally attacked such exclusion and has in turn been accused of left-wing activity. This is not what keeps him out. No top American symphony orchestra employs any Negro instrumentalist—although Negroes sing at the Metropolitan Opera and have often appeared as vocal soloists with orchestras. Negro Conductor Dean Dixon won many rave reviews a decade ago for his guest appearances with the New York, Philadelphia and Boston symphonies. Unable to find a regular post in the U.S., Dixon has had to conduct abroad since 1949, and is now permanent conductor of the Gothenburg Symphony in Sweden.

In a far different world, the New York docks, Archie Harris, once the world's best discus thrower, finds himself thwarted by discrimination. After bitter disappointment seeking work he wanted (*p. 158*), he took to the docks, to find that even there the best jobs are not for Negroes.

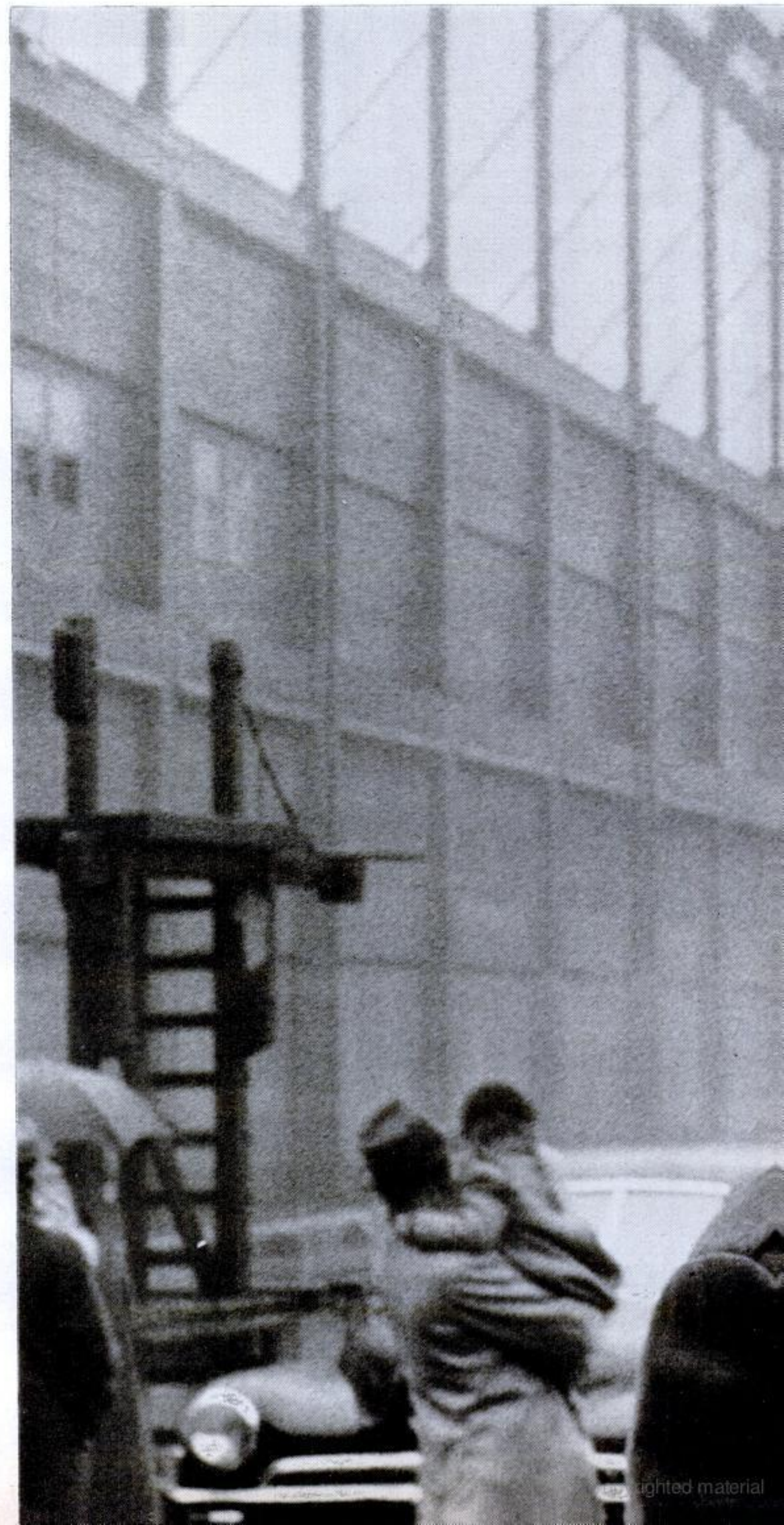
ARCHIE HARRIS STANDS AT PIER 86 AS LINER "UNITED STATES" PULLS OUT.



PRACTICING OBOE while watching his son Johnnie, Harry Smyles plays in walk-up Harlem apartment. He gets sporadic engagements, teaches regularly.



GETTING RARE CHANCE, Smyles rehearses solo with Conductor Dimitri Mitropoulos. But this was a special concert, part of Negro Week musical salute.





AT HARLEM "Y" Harris plays pool. Unmarried, he lives at the "Y." In its gym he often instructs

Harlem youngsters in basketball, handball and other sports, encouraging their educational ambitions.



IN TINY ROOM at "Y," ex-Bomber Pilot Harris reads letter from a member of his old B-25 crew.

NEGROES GET NO REGULAR JOBS ON THESE PIERS WHERE TIPS ARE BIG. UNION LEADERS SAY JOBS BELONG TO OTHER WORKERS BY NEIGHBORHOOD CUSTOM



CONTINUED

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DISCRIMINATION CONTINUED

FRUSTRATION IN JOBS, SHIFTS IN ATTITUDE

Archie Harris (pp. 156, 157), one-time world's record holder in the discus, chalked up 10,000 flying hours as a World War II bomber pilot. In 1946 he answered a newspaper ad asking for multi-engine transport plane pilots. An alert, articulate man and a University of Indiana graduate, he met the qualifications and was told he would be called soon. But the airlines did not want Negro pilots. "After 10 years," says Archie softly, "I'm still waitin'."

To eat during what he hopefully thought would be his short wait, Archie got temporary work as a New York longshoreman. He began at the bottom. Now, after a decade on the docks and three years' seniority in a stevedoring outfit, he has climbed two small steps. A fork-lift driver, he earns about \$5,000 a year. He would like to rise to cargo checker but sees no chance for it. Though some 5,000 of New York's 27,000 dockworkers are Negroes, they have not a single member of the waterfront's more favored occupations such as checkers, coopers, carpenters, weighers and watchmen. At 38, Archie has realized he must try a new line of work. He plans to get a master's degree at night school and return to the teaching he abandoned 15 years ago. "There's no future for a Negro on the docks," he explains. "You could have the ability of a pier superintendent and wouldn't get anyplace." Archie Harris typifies the frequent frustration that Negroes encounter in the North. Even the most ardent northern exponents of civil liberties are slow to hire Negroes for the better jobs. After the well-known liberal lawyer Morris Ernst finally put a Negro lawyer on his staff, he confessed, "I looked around and felt ashamed that we liberals always raise hell about somebody else discriminating but we never do anything about it personally."

In the North, 15 states and 36 cities have laws which forbid discrimination against Negroes. Negroes can now frequent most leading northern hotels, restaurants and theaters, although they still feel a little uneasy about it because pretexts are found to turn them away. But the largest dancing spot in Indianapolis, the Indiana Roof, refuses to admit Negroes even when they have tickets. Dozens of Midwestern towns refuse to let Negroes work as clerks. The Montgomery, Ala. *Advertiser*, a white paper, bitterly calls Owosso, Mich. an "alabaster oasis" because this town of 17,000 does not let Negroes work or live there. After five years of argument in Cleveland a qualified Negro electrician, Theodore Pinkston, has yet to receive his union card. Some large unions (e.g., Brotherhood of Railroad Trainmen and the National Postal Transport Association) still have bars up against Negroes.

Negroes believe that housing is the key to their achieving more equality of opportunity in the North. They are free to buy mink coats and Cadillacs, free to use public schools, parks and transportation. They are not free to get the living quarters they can afford and may never get them until northern states pass more effective laws to compel nondiscrimination in private housing. Any study of discrimination keeps returning to housing as the heart of the matter.

Jackie Robinson has a fine house in Stamford, Conn. and his children play happily with their white neighbors. But an equally well-known figure, Harry Belafonte, who contracted to buy a house for \$24,000 in Pleasantville, N.Y. through an agent, had the price abruptly raised to \$35,000 when it was learned the buyer was a Negro. No real estate agent would sell to New York's Negro Judge Hubert T. Delany when he tried to buy a house in white districts of New York.

As a result, northern acceptance of integration in everything from schools to beaches often still means segregation in effect because Negroes have to take what housing is available in the limited areas where they may live. Thousands of the Negroes who have settled in New York's Harlem, for example, seldom leave its boundaries for anything. They are as far removed from the rest of the people in the city, both physically and spiritually, as if they lived a thousand miles away.



ARCHIE HARRIS in 1941 set world mark of 174' 8 3/4".

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CONTINUED ON PAGE 163



BRIAN DONLEVY, STAR OF "DANGEROUS ASSIGNMENT" AND "CAPTAIN BAD."

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THE LONG-LIFE **M**

LD WATER WASH sekeeping" EDITORS



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DISCRIMINATION CONTINUED

Even official agencies of nondiscrimination encounter housing problems in the North. When Frank Horne was recently appointed New York City's executive director of the Commission on Intergroup Relations, it took him months to find office space near City Hall. Landlords repeatedly turned the commission down because Negroes would work in its office and because it dealt with color problems.

A Negro official in Chicago reports: "There are powerful forces in the city which are determined to keep these all-white communities all white. While you don't have local segregation, you do have a conspiracy by real estate groups, community organizations and financial institutions to maintain Chicago's spotted segregation pattern." To keep Negro and white sections separated from one another with the frequency which occurs throughout the North requires steady tacit cooperation among real estate men, builders, bankers, home sellers and home buyers. These groups represent a large part of the whole northern community and to a large degree reflect its attitude. The Negro ghettos in northern cities are more crowded today than ever, and even so Negroes have to pay up to half their income for their housing, far more than the white average. Northern resistance to any genuine integration of private housing seems as firm as southern resistance to integration of schools.

In Detroit, for example, which many consider the best job city for Negroes in the North, loose-knit but effective white real estate combinations have established unofficial boundaries beyond which a Negro cannot buy. Though 10,000 Negroes work at the Ford plant in nearby Dearborn, not one Negro can live in Dearborn itself. A new Detroit district opens up only when Negroes have so crowded along one side of a boundary street that real estate outfits find it increasingly hard to resell nearby houses to whites. When a certain area is designated as "open," word quickly spreads to the thousands of Negroes waiting for homes and they flock in to buy.

A housing "incident" in Detroit occurs only when a Negro successfully leapfrogs this barrier. A divorced seamstress, Miss Ethel Watkins, managed to do this early in 1957 by buying a house nine blocks from the nearest Negro dwelling. Some of her windows were broken and she was harassed on the street and by phone. Later a crowd of 200 which gathered on the block to yell insults and epithets was dispersed by the police. A white neighborhood association, formed after Miss Watkins' arrival on the block, has offered \$13,500 for her home. She paid only \$11,900 for it but has turned the offer down.

The last 15 years have seen some dramatic shifts in northern attitudes toward the Negro. In 1942 and 1956 the National Opinion Research Center at the University of Chicago asked, "In general, do you think Negroes are as intelligent as white people?" In 1942, 50% of white Northerners said no. In 1956 only 14% said no. Yet many Northerners have not changed. They do not comprehend or appreciate the problem of a Negro who gets fairly good wages but far less than a white man usually earns, or the dilemma of a Negro who has money enough but is not given the white man's chance to buy the kind of house he wants in the place where he wants it.

But though the prejudice of the South is echoed in the North, it is less fierce in the North and hence more susceptible to change. Politically and legally the Negro has established his equality in the North. His hope for the future is based on the fact that this concept of equality is slowly gaining more and more acceptance in social practice.



ANTI-NEGRO DEMONSTRATION near the Detroit home of Ethel Watkins, Negro seamstress who bought house in all-white area, is quieted by police.

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UNDER THE DIRECTION OF OLD-STYLE POLITICIANS, SAYS KENNEDY, DEMOCRATS' OLD-MODEL COALITION HAS BEEN LOSING VOTER BLOCS—MINORITY GROUPS.

A DEMOCRAT SAYS PARTY

It has to try 'new ideas, new policies, new faces', says one of its most dynamic

THE tour I lately made with Mr. Jefferson," wrote James Madison to his father in somewhat disingenuous terms in the fall of 1791, "was a very agreeable one, and carried us through interesting country, new to us both." This "new and interesting" country—New York and the Connecticut River valley—was perhaps more interesting for its political possibilities than anything else. For the Democratic party of Messrs. Jefferson and Madison, then in its prenatal stage and using the Republican or anti-Federalist label, already had growing strength among the small farmers of the South and what was then called the West (western Pennsylvania and Virginia). To this nucleus Jefferson and Madison, astute political organizers as well as scholarly theorists, had added the more aristocratic plantation owners of the South.

Now they were ready to thrust northward, and so between the sessions of the first and second Congresses they took what they insisted was a "botanical excursion" up the Hudson and down the Connecticut rivers. Among the interesting specimens of *homo politicus Americanus* they studied at length were the politically powerful Messrs. Clinton, Burr and Livingston of New York.

It was a harsh and cynical world of politics into which the two high-minded "agrarians" hopefully traveled. New York politicians, according to Secretary of the Treasury Oliver Wolcott, always seemed ready "in the papers and before the world, to tear each other's eyes out—but they will meet some rainy night in a dark entry, and agree, whichever way the election goes, that they will share the spoils together." The powerful Clinton and Livingston clans were now motivated, however, by their grievances against Alexander Hamilton, and Aaron Burr had already discovered the possibilities of the benevolent organization known as the Sons of St. Tammany (which under Burr, as Historian Herbert Agar points out, soon became less benevolent and more of an organization).

The results of this "excursion" were indeed "agreeable." New

York in 1800 provided the winning margin for the Jefferson-Burr ticket and the "Grand Alliance" of the Democratic party—today one of the oldest political parties on earth—was thereupon born.

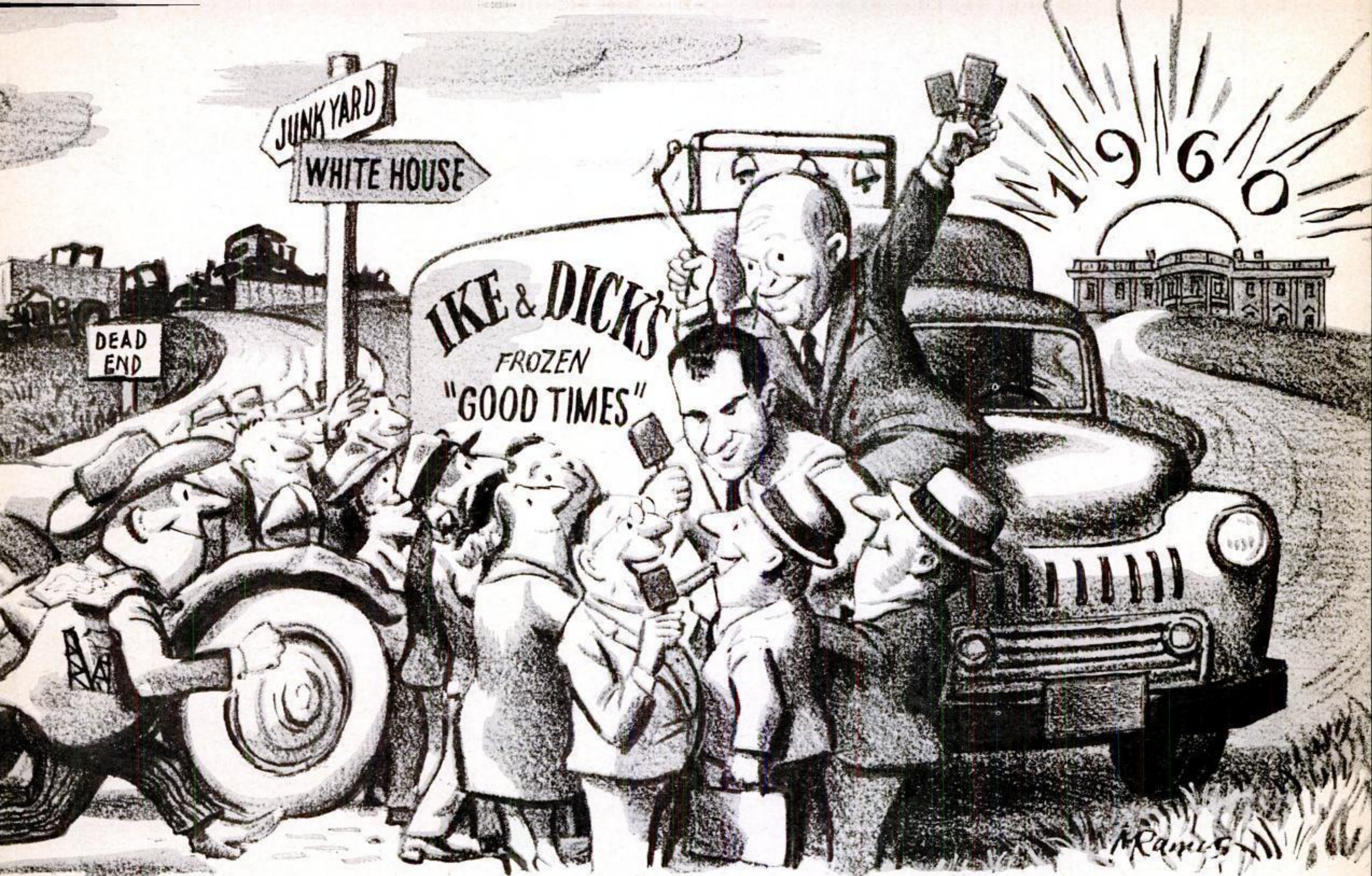
An unlikely coalition

It was, in many ways, a strange alliance: struggling small farmers and wealthy plantation masters, visionary political philosophers and hardened city bosses, unskilled laborers in the East and hardy pioneers in the West. Nearly a century and a half later the alliance, still largely intact under another astute organizer, Franklin Roosevelt, included within its ranks some equally diverse groups: northern Negroes and southern Bourbons, Catholics and Jews, immigrants and veterans, union leaders and farmers, pensioners who wanted higher taxes and small businessmen who wanted them lower. Nevertheless the coalition held and flourished, cemented together by the party's record of accomplishment and brilliance of leadership.

It held and flourished, that is, until it collided with 1952, 1956 and Dwight David Eisenhower.

The man and the name were all-important—the political victories that rocked the "Grand Alliance" were, in a sense, largely his personal victories—but the years were of no small significance. For those election years of 1952 and 1956 climaxed two decades of change in America—economic, social and political change that had gradually corroded and crumbled the foundations of the Democratic coalition.

The South, still largely rural and undeveloped in 1932, had by 1956 witnessed the growth of bustling new industries and cities at a rate that outstripped the rest of the nation. The electoral power of the teeming metropolises of the North, courted by the "botanists" in 1791 and welded by Al Smith in 1928 despite his disastrous electoral vote, had been splintered into ever-increasing clusters of surrounding



VETERANS, FARMERS, SMALL BUSINESSMEN—TO ATTRACTIONS OF EISENHOWER-NIXON 'NEW REPUBLICANISM' WHICH BLOCKS PARTY'S ROAD TO WHITE HOUSE

MUST LEAD—OR GET LEFT

figures, or risk fate of Federalists or Whigs

by SENATOR JOHN F. KENNEDY

suburbs. The small farmers who fought on the razor-thin edge of existence—under the banners of Jackson, Bryan and F.D.R.—against mortgage bankers, railroads and insects, had seen their farms disappear at the rate of several hundred a day as mechanization and amalgamation produced larger and larger farm units. The worker without a union, the immigrant without a friend, the Negro without a decent home, the oldster without a pension—these and many others, in years gone by, had found in the Democratic party a champion on issues that in the comfortable prosperity of 1956 no longer burned quite as fiercely. Even the great depression of 1929 was ancient history to a new generation of voters and its scars were no longer deeply felt by its now-contented survivors.

With these changes had come political changes as well. The big-city machines of the North could no longer deliver automatically—as demonstrated by Republican victories in Chicago, Jersey City and a host of other formerly safe Democratic strongholds. The South could no longer be taken for granted as solid—on the contrary, Eisenhower captured an unprecedented majority of its electoral votes.

The Democratic habit—that psychological pull that kept votes coming even after the key issues and personalities had begun to fade—no longer swayed a majority of voters or guaranteed a score of states. Old war horses like Senators George and Lehman were retiring; Harry Truman was in Independence; Franklin Roosevelt and Alben Barkley were in their graves. Across the Senate aisle and down Pennsylvania Avenue, Taft was gone and Ike had come—and however superficial the changes, the Republican party was now sufficiently progressive and internationalist, at least in appearance, to blur the once distinctive position of the Democrats.

In 1956 (as to a slightly lesser extent in 1952) the full impact of these changes upon the "Grand Alliance" became obvious. Young voters, women voters, union families, immigrant families, Negroes,

big city voters, independents, Southerners—to name but a few of the pollsters' categories showing great numbers of voters switching Republican—millions who had supported Franklin Roosevelt (or whose fathers had before them) now voted the Eisenhower-Nixon ticket.

A few state Democratic organizations could boast that they had suffered worse losses before, but 1956 clearly represented a disastrous defeat for the Democratic party—and just as Dickens' *A Christmas Carol* began with the fact that "Old Marley was as dead as a doornail," so any analysis of the Democratic party's status must begin with the inescapable fact that we lost the last election.

Local victories, national defeat

TO be sure, for a "minority" party, Democrats occupied an extraordinary number of governors' mansions. And true, Democratic majorities were retained in each house of Congress, largely as the result of the party's substantial record of legislative achievement in the 84th Congress. But these majorities do not obscure the party's resounding defeat on the national level and cannot conceal the awesome problems that face us during the next four years.

In 1960 the Democrats will (it now appears) be matched against a tough, skillful, shrewd opponent in Richard M. Nixon. Far from being the pushover some Democrats smugly expect, Mr. Nixon has four well-publicized years ahead in which to increase his public stature, four years of basking in the Eisenhower charm in which to campaign for the favor of previously hostile voters, four years in the spotlight without being required, as his competitors in both parties will be, to go on record (except in rare cases) on controversial issues, four years in which no single Democratic hopeful can possibly receive such a build-up. It will take more than abusive statements to beat Mr. Nixon—those he can read riding in the 1961 inaugural parade.

For in addition to a difficult opponent we will in 1960 be up against the party in control of the executive branch, which demonstrated in 1956 its political ingenuity in the utilization of federal appointments, defense contracts, farm relief funds and presidential news conferences. We will be up against our usual disadvantages in terms of campaign contributions and editorial support. And we will be facing an electorate which will not have returned a clear national popular majority for the Democrats in 16 years. If this seems hard to believe in view of our congressional majorities, let us realize that outside the South the Democrats have not won a clear majority in both houses of Congress since 1936. Indeed, throughout most of the last century the Democrats have been a minority party, able to win nationally only when the people, alarmed or distressed, found it necessary to be "saved" from the Republicans.

Why should the people vote Democratic in 1960? What can we say or do during the next four years to cause them to change?

Certainly, if employment remains high, domestic issues are not likely to be as dramatic or clear-cut as they once were in the days of the great depression and Republican conservatism. The Administration's wholehearted endorsement of internationalism leaves at issue largely day-to-day techniques, judgments and administrative competence rather than broad foreign policy questions. Although a great role for intelligent opposition remains, the political benefit to be reaped must always take second place to responsibility for the national security.

Building a Democratic record, moreover, requires in part opposing a fantastically popular Republican President who is not a candidate for re-election and who has shown marked success in isolating himself from political attack. The Democrats during the last four years have repeatedly drawn the political blood of Messrs. Dulles, Wilson and Benson—but they have rarely, in the public mind, scored a direct hit on the President himself.

Faced with an administration obviously to the left of the traditional Republican position, at least as defined by Republican congressional leadership in the '30s and '40s, the Democrats are caught on the horns of a dilemma. We cannot, on the one hand, move to the *right* to oppose (without more progressive alternatives) the President's more constructive measures—on school aid or immigration, for example—without appearing obstructionist or reactionary, appealing only to those already well-represented on the Republican side. But neither, on the other hand, can we move too far to the *left* in order to distinguish the Democratic position without alienating those wayward moderate and independent Democrats whom we are trying to woo back from the Republican column. Indeed, we cannot move either left or right merely to be distinctive, without considering the national interest or the public's feeling. And if we simply stay in the *middle* with a policy of "moderation," we will not—assuming continued good times and Republican moderation—distinguish our position sufficiently to arouse the much-needed enthusiasm of our more progressive supporters, particularly in the West, and the presidential race will be reduced to largely a personality contest.

How, then, can we continue to be a national party, comprising all elements, with any hope of success? Harry Byrd can continue to carry Virginia as a Democrat, and Wayne Morse can continue to carry Oregon as a Democrat, but can any Democratic presidential nominee ever hope to run on a record that can carry both states?

Finally, hamstringing our efforts to resolve these dilemmas is the chronic and, fortunately for us, bipartisan political virus of factionalism. In too many states Democrats are busy fighting other Democrats—"old guards" versus "new bloods," "ins" versus "outs," liberals versus conservatives. In some communities more Democrats have been read out of the party than are left in. "Whin ye see two men with white neckties, set in opposite corners while wan mutthers 'thraiter' an' th' other hisses 'miscreent,'" said Finley Peter Dunne's Mr. Dooley some 50 years ago, in words that can be applied

in some areas today, "ye can bet they're two dimmycratic leaders thryin' to reunite th' . . . party."

Along the Potomac another series of rifts threatens the party, egged on by a press always eager for controversy: Northerners versus Southerners, liberals versus conservatives, congressional leaders versus the national committee. The discordant wings of our party, someone said recently, are held together only by "its debts and its Texans." Without a single titular leader, with prestige and publicity divided among congressional leaders, governors, the national committee and the party's elder statesmen (such as Messrs. Truman and Stevenson and Mrs. Roosevelt), the Democratic party appears at times to speak with many voices and in many accents.

These are sobering problems and prospects, which hopeless pessimism will not eradicate nor blind optimism conceal. They call for a penetrating reappraisal of our party and its course. Personally, I am confident of our party's future. We have an impressive array of able leaders and a host of potential issues. But there are dangers that lurk ahead, dangers that arise largely because of our recent defeats and crumbling coalition. Our chief task, it thus seems to me, is to recognize these dangers, to make certain we do escape the fate of becoming a permanent minority and eventually disintegrating.

Fortunately for us, other parties in earlier times have also stood at this crossroads—particularly the Federalists in 1800 and the Whigs

in 1852. Both adopted courses that now tempt the Democratic party, which can plan its own future by recalling their fate. Both frittered away an inheritance of respected leadership and accomplishment. Both died.

The Federalists in 1800 could rightfully lay claim to a historic record of achievement and leadership: a major role in the writing of the Constitution, and later responsibility for the government's organization and philosophy, the nurturing of the infant nation.

But the Federalist leaders tarried in the 18th Century that had brought them their finest glory (and a great deal of property) while the country plunged buoyantly ahead into the 19th. The industrial revolution, the westward expansion of the frontier, American concern for developments abroad and extension of the franchise to non-property holders were viewed with suspicion if not alarm by the "squirearchy." It was a party facing the past, unwilling to recruit new voters or new leaders—a static, pessimistic, negative, provincial group which the onward-rushing nation inevitably passed by.

It was, moreover, rapidly becoming a wholly New England party, narrowly sectional in its views and leadership, winning elections only on a local level—still powerful enough in Massachusetts to strip the rebellious young

John Quincy Adams of his Senate seat in 1808 but never again able to capture the White House.

Besides losing its national influence, the party began rotting at the core. Its decisions and nominations were dictated from on high. Its energies were exhausted in personal feuds which mattered little to the rank and file, feuds both within the party—Hamilton fighting Adams, Adams quarreling with Pickens, and so on to the bitter end—and outside it, in a torrent of venomous hatred against Jefferson and his following of "Radicals" and anti-British "warmongers." "Any man who lends his money to the government," warned a Federalist editorial, "will forfeit all claims to common honesty and common courtesy among all true friends to the country." It became a party of spleen and suspicion, prejudice and malice, capable of passing the shameful alien and sedition laws but incapable of building an effective party organization at the grass roots level.

The Federalist party's last futile years of life, marked by tirades against its foes and internal bickering, completed the sorry end of a once resplendent and honored ruler.

What lessons does this hold for the Democratic party?

We, too, are in danger of relying upon a glorious past, while fundamental changes transform our nation. "Don't upset the applecart!" or "We have enough troubles as it is!"—these are the



THE AUTHOR

Senator John F. Kennedy is one of his party's fastest-rising and most articulate young members. Only 39, he has been in Congress for 10 years, the last four in the Senate. In 1956 he came within a few votes of winning the Democratic vice-presidential nomination. He is a member of the Foreign Relations Committee and the author of the current best seller, *Profiles in Courage*.

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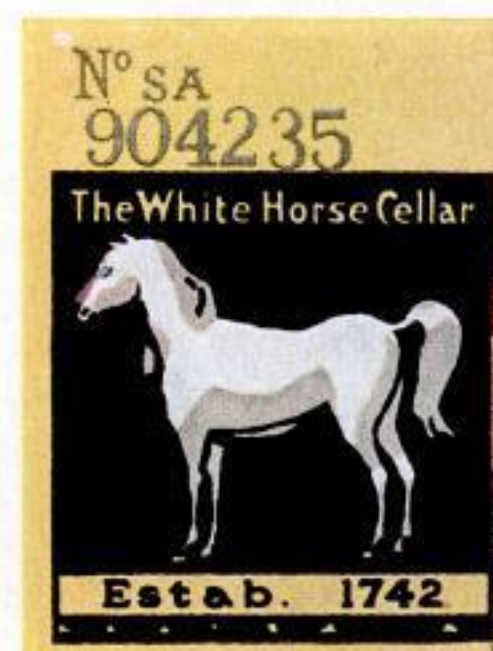
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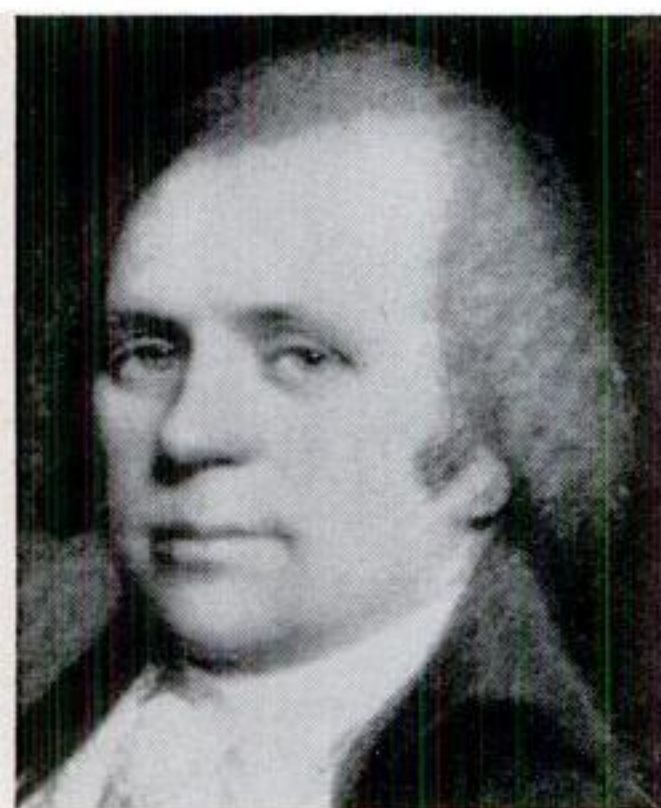
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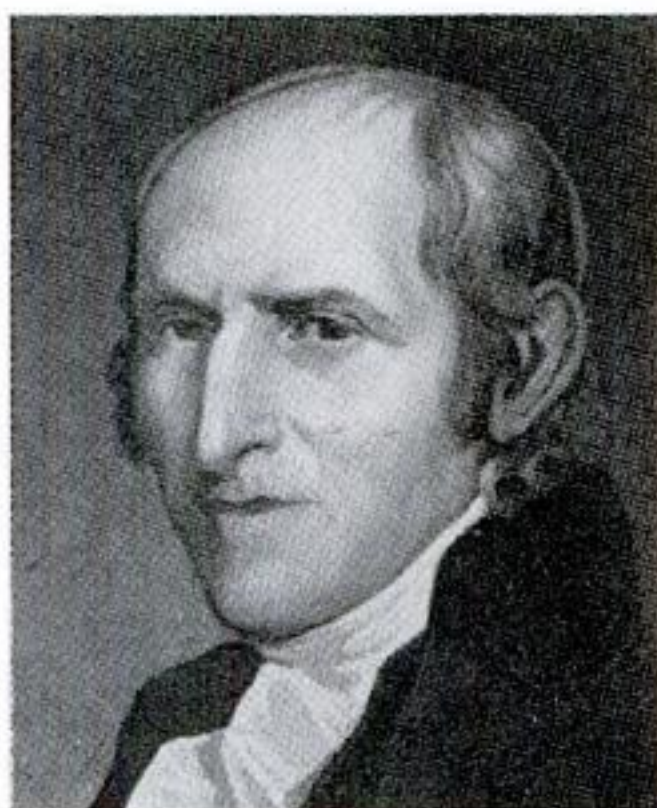
ALEXANDER HAMILTON



JOHN ADAMS



JAMES McHENRY



TIMOTHY PICKERING

FEDERALIST LEADERS squabbled so by the early 1800s that the party was fatally weakened. Party Boss Hamilton used his friends, Secretary of State Pickering and Secretary of War McHenry, to undermine President Adams.

THE DEMOCRATS CONTINUED

supercautious responses that dampen many a new proposal for regeneration of our party. We take comfort in repeating sonorously our traditional slogans—"The party of all the people," "The party of progress," "The party with a heart"—but we dare not measure their validity in concrete terms for fear of admitting some glaring weakness or alienating some entrenched supporter.

Moreover, the same curse of sectionalism that felled the Federalists threatens the Democrats, if in slightly different fashion. In both North and South the pressures to put local popularity ahead of party unity grow greater every day. Unfounded but bitter assertions that go beyond the expression of sectional differences are heard on every side—assertions that the Democratic party is the "captive of the A.D.A." or the "victim of Confederate vengeance," or would do well to cleanse itself of certain elements. Some Democrats—unaware of the fate of the Federalists—may even *prefer* that the Democratic party exist only as a loose confederation of sectional parties, continuing to win locally but never nationally, acquiring patronage but never full responsibility.

Finally, the top echelon of the Democratic party will be hard put to avoid the same excesses of personal and partisan strife that separated the Federalist leaders from the electorate. The first reaction to last fall's disaster was to search for old scapegoats instead of new leadership: whether to blame Stevenson or Kefauver, the volunteers or the professionals, Senator Eastland or Congressman Powell, Lyndon Johnson or Harry Truman or Paul Butler—everyone in fact but Dwight D. Eisenhower. Nor are voters attracted by Democratic factions and personalities struggling in Washington for control of the Congress or the national committee, for public attention or private vengeance. Reckless and unfounded assaults upon the Administration, or cries for a cabinet member's resignation, produce far more headlines in Washington than votes back in the precincts. To be sure, we should not permit the Republicans to take the credit for Stalin's death, but neither should we hold them responsible for how quickly the flooding snows melt in New England.

Such is the lesson of the Federalists. What then can we learn from the passing of the Whigs?

The Whig Party by 1852 could take justifiable pride in the

CONTINUED



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SPLIT IN WHIG PARTY, which finally pulled it apart, is theme of this 1848 cartoon showing General Zachary Taylor, as a horse driven by a figure representing the U.S., straining toward the White House while his opponent, Henry Clay, driven by prominent Whig editor, Horace Greeley, pulls toward political defeat ("Salt River"). Taylor became President despite his refusal to take a stand on the controversial antislavery Wilmot Proviso, with which figure at bottom of the drawing is attempting to block him. Inside the cart are other major national issues on which the divided Whigs took an equivocal stand.

THE DEMOCRATS CONTINUED

accomplishments of its great leaders, Daniel Webster, Henry Clay and a host of others: a philosophy of union accepted by the people and the courts and the preservation of that union during the crisis of 1850. Yet it remained a national party only in the sense that it had something in its bag of treats for everyone: tariffs for some, subsidies for others, internal improvements, bonuses and whatever else was wanted. It could be liberal or conservative, respectable or demagogic, pro or anti. A party of sheer political opportunism, it no longer put the national interest first or seized the initiative on national issues. Its candidates were popular figures but weak fighters. On all the great issues of the day—the extension of slavery westward, the fugitive slave law, even on its own compromise of 1850—the Whig campaign was deliberately ambiguous or silent. The Whig party soon stood for nothing that some other party did not stand for better and the nation, particularly in the critical hour of threatened civil war, could place no confidence in it.

A lesson from the Whigs

TODAY the Democratic party must take special care not to go the way of the Whigs. The very nature of our history as a coalition has led to the same kind of special appeals—to the farm vote, the Negro vote, the veterans' vote and all the rest. There is something in our platform or legislative record for everyone (no doubt, if we could, we would devise some inducement for the "suburban vote"—subsidized commuters' cars or tax-exempt lawn mowers). We plot presidential campaigns the same way, not in terms of national issues and trends but in terms of so many Southern electoral votes, so many farm states, so many labor areas, and so on and on. (The temptation to gain power by wooing or misleading each supposed bloc of voters is very great indeed. Example: the secret of one well-known governor's success, I was recently told, is that "the poor think he is a friend of the poor—and the rich know he is not.")

We are in danger, too, of imitating the Whigs in their evasion of controversial issues. We tend, in too many of our party declarations, to offer what the cynics call "straight-from-the-shoulder" generalities or platitudes "without fear or favor" on civil rights, natural gas, clean elections and the treaty-making power. Obviously our consideration of these sensitive issues will divide Democrats and antagonize voters—but to ignore their existence or avoid their solution would, if 1852 is any kind of precedent, forfeit our claim to national leadership.

The Democratic party will never become a radical party, for its nature, its traditions and its good political sense prohibit it, but neither can we replace the Republicans as the nation's conservative party or follow those who would make mediocrity out of moderation. I do not say that our task is to oppose Republicans opportunistically for the sake of opposing Republicans, but neither can

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PARTY'S CONGRESSIONAL LEADERS, Senator Johnson (left) and House Speaker Sam Rayburn (center), listen to a point made by Elder Statesman Harry Truman at January meeting of National Democratic Advisory Council.

THE DEMOCRATS CONTINUED

we afford to stand still during the Eisenhower reign in a defensive caretaker operation. Our candidates must continue to have more than the colorful personality the Whigs thought to be sufficient.

In failing to substitute for its personal and sectional jealousies a program tailored to the current needs of the nation, the Federalist party stood still. But the Whig party, by going to the other extreme to seek favor by appealing to the current demands of every group in the nation, eventually stood for nothing. The Democratic party must take care not to founder on either shoal.

The only course for the Democratic party, if it is not to join the Whigs and Federalists in political limbo, is to move ahead responsibly, courageously, harmoniously. Under Jefferson, Jackson, Wilson, Roosevelt and Truman our chief claim to the confidence of the nation, North and South, has been leadership.

But leadership for whom and for what? This is not the time or the place to write a Democratic platform or list campaign techniques. Consequently my comments must be confined to a general statement of several guiding principles:

1. The Democratic party must be increasingly willing to embrace new ideas, new policies and new faces, unafraid of controversial issues or candid criticism.

2. Democratic leaders must be increasingly willing to put the party's future ahead of sectional, factional and personal disputes and ambitions. By 1960—or even 1959—it will be too late for a candidate to pull together the diverse elements that can win locally but are at odds nationally or to build a record against the incumbent administration. That task must be begun now.

3. Congressional Democrats must shape a responsible, progressive record with deeds that match our words. For it is precisely this gap between the rhetoric and the record that casts doubt on the new liberalism of the Republicans. (Indeed, it has been suggested—after comparing the President's legislative proposals with the campaign and inaugural speeches that stated his philosophy—that perhaps Mr. Eisenhower himself is not really an "Eisenhower Republican.") This Democratic record must, of necessity, be shaped largely in the Congress. It is important that our governors, elder statesmen and national committee express their views through the new national advisory council, more frequent regional and national conferences and other devices. But the responsibility for the party's actual record on national issues falls primarily upon the Democrats in Congress, under the leadership of Speaker Rayburn and Senate Majority Leader Johnson, who—although perhaps not always pleasing to all on the extreme left or right—represent the most effective consensus on most issues of our multi-interest, multisectional party today. It is up to us in Congress, despite the restrictions imposed by the compromises necessary to keep our party intact, and despite the possibility of fighting losing battles, to push forward a progressive program any Democratic candidate in 1960 can run on with pride and hope.

4. Congressional Democrats must demonstrate leadership in the problems of prosperity as they have in the past on problems of poverty. We need not run against Herbert Hoover and the Great

CONTINUED



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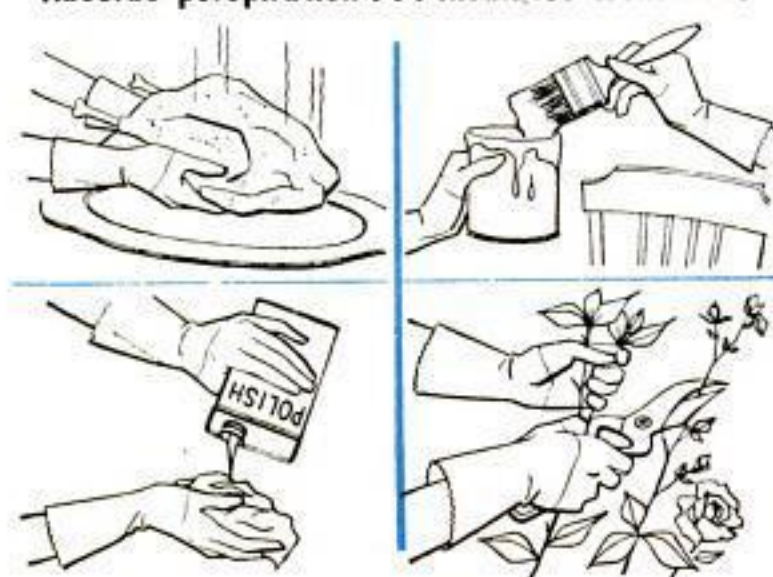
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THE DEMOCRATS CONTINUED

Depression. For, New Republicanism or no, the differences in the fundamental approaches of the two parties to the issues will become clearer as we move ahead—and real issues do exist, even in this age of abundance, automation and tranquillity pills.

For example:

► Nearly a million boys and girls are deprived of full-time schooling by the classroom shortage, and millions more are held back by unwieldy classes of 40 or more as school enrollments continue to increase by more than a million pupils a year. This demands a prompt, imaginative program of federal aid to local school construction.

► Untold numbers of the aged and chronically ill need congressional action before they can get decent hospital beds and economical medical care. Pitifully inadequate incomes from inflation-eaten social insurance programs still await many of those who are unemployed, disabled, or "too old to work and too young to die."

► An all-time record of over 65 million people are at work, but nearly two thirds of them will continue to have no federal protection against substandard wages unless we can greatly expand the coverage of the Fair Labor Standards Act. Dozens of pockets of chronic unemployment persisting in many states need federal loans and contracts, technical assistance, supplemental jobless benefits and other methods of relief and encouragement.

► Businessmen, large and small, concerned about the increasing number of business failures and mergers as money tightens, need old legislation improved to meet these new problems.

► Hundreds of thousands of small farmers, foreclosed or merged out of existence as the combined burdens of drought, falling prices and rising costs have proved too much to bear, need new solutions to solve old problems.

► The blight, decay and delinquency that plague our aging cities, inequities in taxation, power shortages, fiscal policies, immigration restrictions—these and a host of other problems can be postponed, ignored or swept under the rug, but not for long.

► Let it not be said that we are fearful or incapable of solving with fairness and forthrightness the sensitive, complex issue of race relations. The Democratic party is best equipped to provide responsible leadership in this area: first, because we are a national party, including within our membership both a majority of Negroes and a majority of Southerners; and secondly, because we have always, as a party, emphasized human values and human ideals. I, for one, do not share the view that Negro voters are leaving the Democratic party for good. A majority is still with us because it judges the two parties on their records and leadership on a variety of issues rather than on the civil rights statements of a few prominent figures.

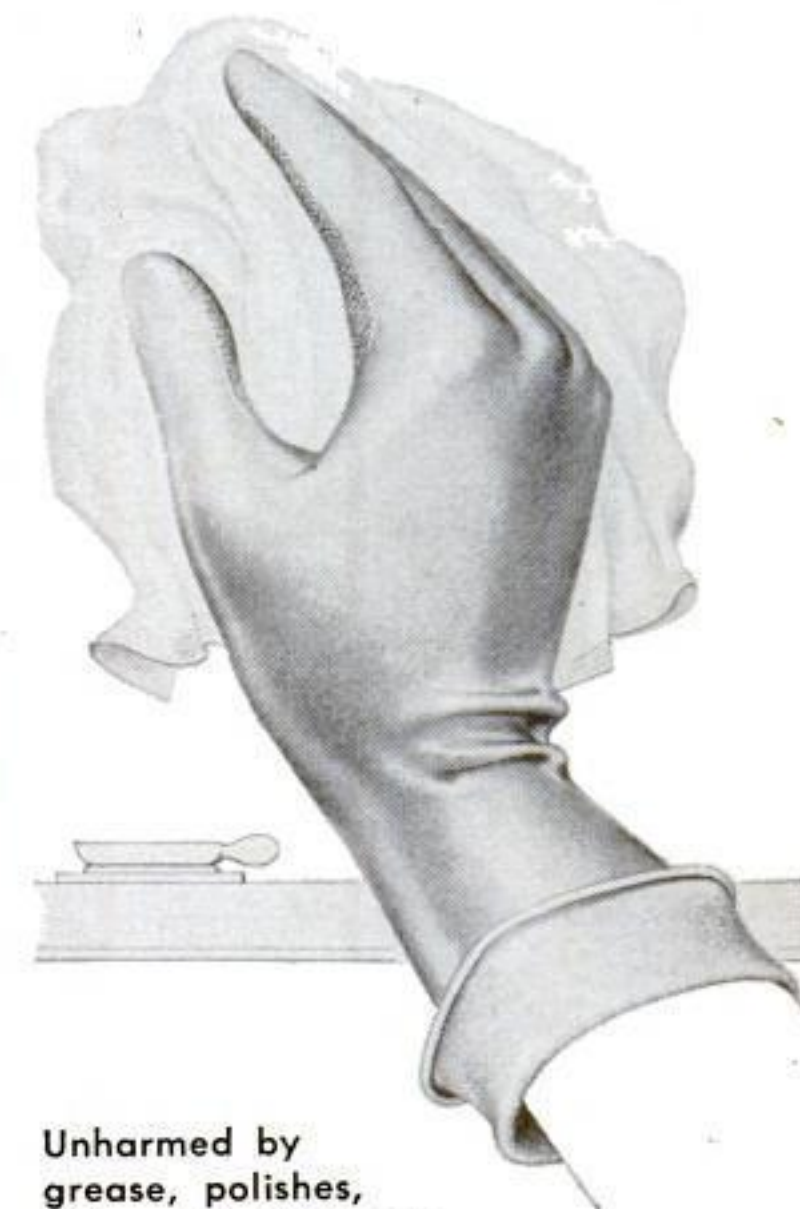
Alarming problems in foreign policy

5. Democratic spokesmen in and out of Congress must be willing to offer constructive opposition in the field of foreign policy. "Modern Republicanism" has not eliminated all differences between the parties on foreign affairs. Many alarming problems are in need of careful scrutiny. Among them are: the validity and responsibility of Mr. Dulles' policy statements and administration, the authority of the executive and legislative branches, our policies in the Middle East and Asia, our relations with our Western allies, our neglect of the good neighbor policy carefully nurtured by Cordell Hull, our answer to the challenge of nationalism and colonialism, the questions of disarmament and atomic control, the deterioration of our comparative defense strength. The party in control of the executive branch cannot reasonably be expected to offer self-examination and criticism (we Democrats didn't when we were in). Thus only the opposition party offers a channel for legitimate concern and dissent on foreign policy—dissent without disunity. But our own uncertainties and divisions over such basic issues as trade, economic aid and executive prerogatives—recently demonstrated by our votes on the Mideast doctrine—must to the extent possible be replaced by a positive consensus that gives the nation a clear alternative.

6. Finally, and perhaps most important of all, Democrats on the local level must be willing to substitute new life and new leadership for the luxury of petty local factionalism. With a new breed of respected, dynamic professional politicians coming into prominence, we can no longer afford to continue in official party positions tired or tarnished holdovers from another era—men whose stature and activities inspire neither the enthusiasm of volunteer workers nor the respect of their communities—men who keep busy by attending meetings, filing gloomy forecasts and complaints, and fighting zealously to hold on to their positions.

Cotton Down Lined

SUPER
Ebonettes
Keep Hands Young!



Unharmful by
grease, polishes,
detergents. Made of
Du Pont Neoprene Rubber... 98¢

Economical

Ebonettes
Keep Hands Young!

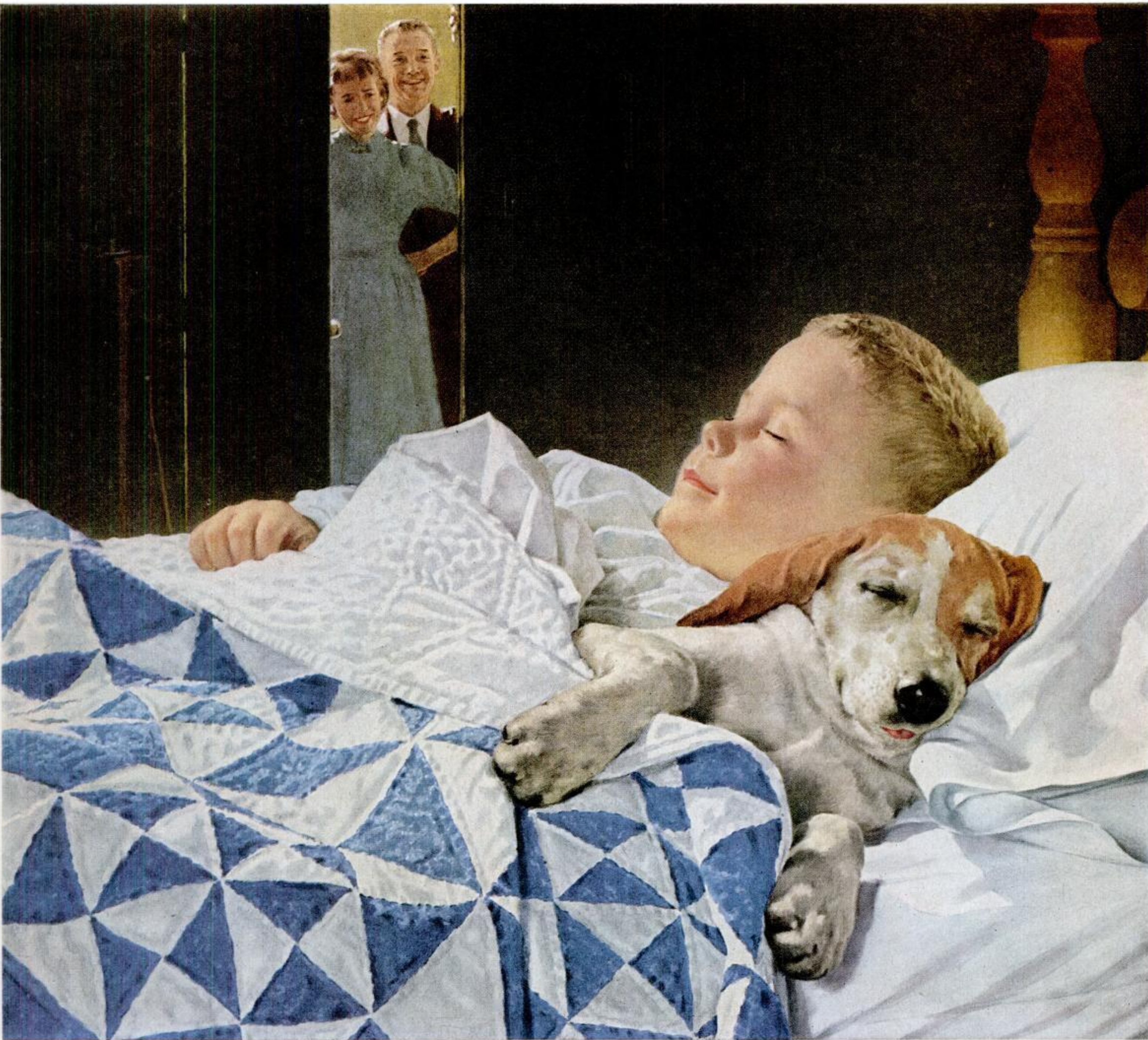


79¢ in smart Black
Du Pont Neoprene Rubber,
stain and soilproof, with
Satinized Red inside



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The PIONEER Rubber Company
190 Tiffin Road, Willard, Ohio



An original painting for Friskies by Douglass Crockwell

For the little man's best friend it's...
Sweet dreams of Friskies
 —the balanced diet meat-loving dogs love!

YOUR DOG CRAVES MEAT... and needs a carefully balanced, fully nourishing diet. Friskies' principal ingredient is lean red horse meat for meaty taste and smell—for body-building protein.

BALANCED DIET. Other carefully balanced ingredients in Friskies provide the necessary vitamins, minerals and essential food

values to assure the complete, wholesome nourishment your dog requires.

EXTRA NOURISHING. While some dog foods simply fill, Friskies *fully* nourishes... provides up to twice the nourishment of dog foods selling for only pennies less. Give your dog Friskies—made to the high standards of the Carnation Company.



FOR VARIETY—feed Friskies Meal. Contains in convenient form all the food values of finest steaks, chops and roasts. Mixes instantly. Ready at once. Friskies Meal is a complete and fully balanced dog diet.



Keep your dog
frisky with
Friskies


Carnation
 quality
 products

ALBERS MILLING CO., DIV. OF CARNATION COMPANY, LOS ANGELES 36, CALIFORNIA

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At last—a guide to
fresher, tastier chicken...

ACRONIZED

Has your food store let you in on the big news about chicken? Have they told you of the great new development that now makes it possible for you to buy chicken in neighborhood stores that is as wholesome, fresh, and country-sweet as chicken bought right at the farm?

In short, has your store brought you *Acronized* chicken?

If not, you are missing the greatest improvement of our time in fresh chicken! For Acronized poultry brings you chicken at its very *peak* of freshness and flavor. First, it's top-quality chicken, from clean, modern plants that maintain exacting sanitary standards. Then the natural flavor and goodness of the fresh-dressed bird is protected by a revolutionary new method of process-

ing that retards, as never before, the loss of freshness.

You get not only more flavorful, more wholesome poultry, but get it *consistently*...time after time.

Ask your store for Acronized chicken—now available under many quality brands, all showing the Acronized seal. And remember,

IF IT HASN'T THE SEAL, IT ISN'T ACRONIZED!

look for this
seal of freshness



FREE RECIPE OFFER



OVEN CHICKEN BAR-B-Q
New taste thrill...
Acronized chicken
baked with zesty
Bar-B-Q sauce
using Instant PET
Nonfat Dry
Milk. Free recipe
sent on request, or
ask your grocer.

CYANAMID

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HOPE OF THE PARTY, Kennedy argues, lies with young Democratic office holders including governors like Meyner of New Jersey (left), Muskie of Maine (center) and Ribicoff of Connecticut, shown with Mayor Wagner of New York (foreground) at dinner shortly before Meyner's wedding in January.

THE DEMOCRATS CONTINUED

We need another kind of local worker and leader in our party, men and women such as those I met last fall in all regions and particularly in the West—full of enthusiasm, full of new ideas, full of determination, asking nothing in return. Not many of them could buy tickets to the \$100-a-plate dinners where few votes are changed, but they could all ring doorbells or hold neighborhood teas. Most of them were the younger members of our party, others were at least young in spirit. But all possessed vigor our party can use all over the country. The future of our party hinges upon this kind of new life and leadership, from the precinct level on up to the host of newly prominent young Democratic governors and senators: Muskie of Maine, Ribicoff of Connecticut, Gore and Clement of Tennessee, Meyner of New Jersey, Williams of Michigan, Clark and Leader of Pennsylvania, Collins and Smathers of Florida, Neuberger of Oregon, Johnson of Texas, Mansfield of Montana, Humphrey of Minnesota, Symington of Missouri, Jackson of Washington and a whole host elected in 1956, as well as other leaders who have long served the nation as governors, mayors or in the Congress.

I have offered no single magic formula for a successful Democratic party and I have proposed no candidates for a winning ticket for 1960. For their identity, I believe, is less important than their capacity for wise, progressive, responsible leadership; their methods of campaigning for victory are less significant than the principles that guide their party.

For "the success of a party means little," as Woodrow Wilson said in his first inaugural, "except when the Nation is using that party for a large and definite purpose." The task of the Democratic party during the next four years is to define such a purpose for all the nation; and success, I have no doubt, will then be rightfully ours in 1960 and the years beyond.



KENNEDY CAMPAIGN TACTICS, which he urges on party, include more work among voters on the precinct level. Here he chats with some of the 1,000 women in Brookline, Mass., who turned out for afternoon tea and politics.

APPIAN WAY

Pizza gives variety to Lenten meals



in minutes!

* the only pizza foil-wrapped for your protection!

You can serve piping hot **APPIAN WAY** pizza on meatless days with your family's favorite toppings. Don McNeill, star of "Breakfast Club," suggests *fresh* cheese, mushrooms, olives, onions, sardines, anchovies, green peppers, fish sticks or shrimp.

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dermassage®

alone fails to give your
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**Used Routinely in Over
4,000 HOSPITALS
Throughout the World!**

- HEALS chapped, dry, cracked, irritated skin.
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MAKE THIS TEST TODAY—AT OUR EXPENSE:
Get this special **DERMAGE** \$1.20 Value—only **89¢*** at all drug counters. If not delighted, keep the 30¢ Travel Size—return the unused large size for **DOUBLE YOUR PURCHASE PRICE BACK!**

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Send for **FREE 30¢ Travel Size**, if unavailable locally.
Limit one per family. Enclose 10¢ to cover handling. Mail to:
S. M. Edison Chemical Co., 2710 South Parkway, Chicago 16, Illinois

WATCH OUT!

Other refrigerators—even the latest—
make you defrost the freezer!

New 1957 Defrosts

Entire Refrigerator defrosts itself automatically!

Most brands which claim "automatic defrosting" do not defrost the freezer! But with the Westinghouse patented Frost-Free System, a special button counts door openings. When enough openings cause the slightest frost to form in the *Freezer*, Frost-Free melts away the frost 100% automatically . . . so fast even ice cream stays firm! Defrost water drains outside and down to the unit compartment where it's automatically evaporated. Messy *freezer* defrosting is ended forever. And frost never forms in the refrigerator section.

Enjoy these other *plus* advantages:

Choose-N-Change Colors . . . 10 top color panels on door and 5 cabinet colors . . . 50 Confection Color Combinations—easily, inexpensively changed when you redecorate later.

Patented Porcelain Meat Keeper® . . . keeps 18 lbs. fresh for a week.

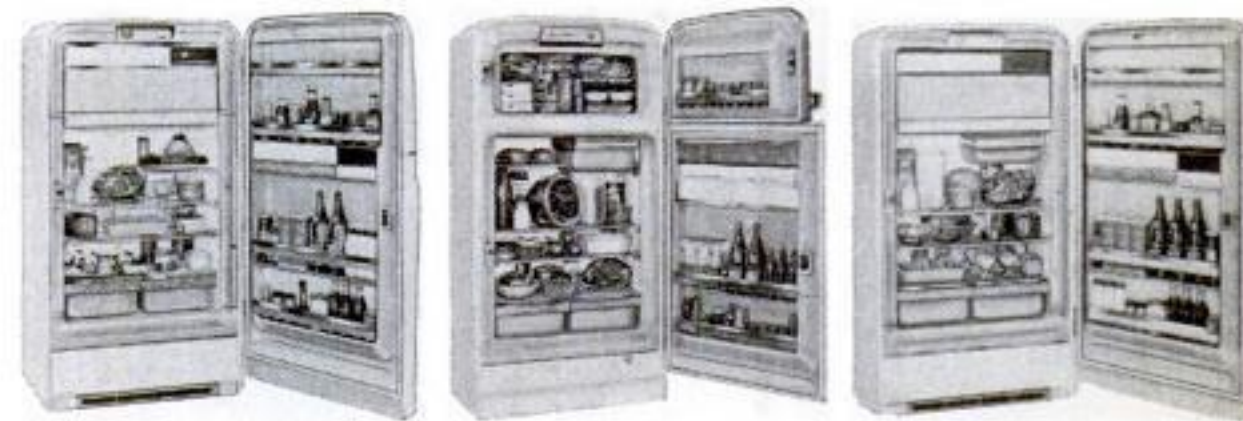
Westinghouse Quality . . . proven in electric refrigeration since 1930!

Westinghouse puts far more food at your fingertips!

True Zero-Degree Freezer holds 51 lbs. . . . sharp-freezes. Glide-Out Shelves are full-depth, full-width, waste no corners. Slide-Out Porcelain Vegetable Humi-drawers® hold $\frac{3}{4}$ bushel. New Dairy Pantry keeps 2 lb. cheese brick plus pound of butter fresh longer. Two Lift-Out Egg Trays hold a dozen. Shelves-in-Door store bottles and fruit.

Your Westinghouse Dealer has a complete line of refrigerators in models from 8 to 16 cu. ft. . . . with freezer on top or below. Prices start at \$199.95! And remember, there is no frost in sight in the refrigerator section of any Westinghouse model, plus there are 4 Frost-Free Automatic Freezer Defrosting Models, too:

Choice of Frost-Free Automatic Freezer Defrosting Models



Supreme PK-115
Push-Button Frost-Free
Automatic Defrosting

Imperial TFK-12
Frost-Free 2-door
Refrigerator-Freezer

Imperial FK-11
Frost-Free Completely
Automatic Defrosting

See TV's top dramatic show—Westinghouse Studio One!

Westinghouse Frost-Free* the Freezer Automatically

*Trade Mark; U.S. Patents issued Nos. 2,459,173 & 2,324,309



Imperial Frost-Free FK-125

YOU CAN BE SURE...IF IT'S **Westinghouse**

Westinghouse Electric Corp., Major Appliance Division, Columbus, Ohio





New effect in texture! *Pepper Ridge* in long-lasting all wool... about \$12.50 per sq. yd. For a 12 ft. by 15 ft. carpet—a full 20 sq. yds.—just \$12.50 a month, 24 months to pay. Padding and installation optional at extra cost.

Popular *Seascape*, textured all wool with unusual design interest... about \$13.95 per sq. yd. For a 12 ft. by 15 ft. carpet—a full 20 sq. yds.—just \$14.00 a month, 24 months to pay. Padding and installation optional at extra cost.

The beauty and quality of **GULISTAN CARPET** *give every homecoming a special satisfaction...*

... and the welcoming warmth and relaxing comfort of Gulistan Carpet give your home a special feeling of contentment. Whether your preference is for traditional elegance or casual modern living, you can express your personal taste best with Gulistan Carpet—the ideal basis for your own decorating scheme. Treat yourself to the delightful thrill of deep, velvety luxury underfoot! Visit your Certified Gulistan Carpet Dealer today. You'll find he's a carpet expert who will be glad to assist you in choosing from 29 lines, 96 patterns and 170 colors of Gulistan styled-for-living carpet. *Home means more with carpet on the floor.*



Gulistan Carpet costs no more than ordinary carpet. Budget terms as low as \$10 a month.

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Dean's Diplomatic Dinner Party

NORWAY'S AMBASSADOR

CONTINUES A TRADITION

One of the most exclusive occasions in Washington society is the annual Dean's Diplomatic Dinner given by the senior ambassador of the Washington corps to honor, in alternating years, the U.S. Secretary of State, the Vice President and the Chief Justice. This year the guests of honor were Vice President and Mrs. Nixon. The host, as in the past nine years, was Norwegian Ambassador Wilhelm Morgenstierne. For the 69-year-old ambassador it was his last Dean's Dinner. This fall he retires after 35 years in America, serving as attaché, commercial counselor, counselor, consul general in New York, minister in Washington and, since 1942, as Norway's first and only ambassador.

The dinner itself was attended by 26 people. Afterward the Norwegian ambassador held a reception for 450 guests. Reflecting on his coming retirement, the diplomatic dean made a very diplomatic remark. "I am a Norwegian," he said, "but America is my second home."



NORWEGIAN TOAST during reception is made by ambassador, saying, "Skoal." Joining are Marie

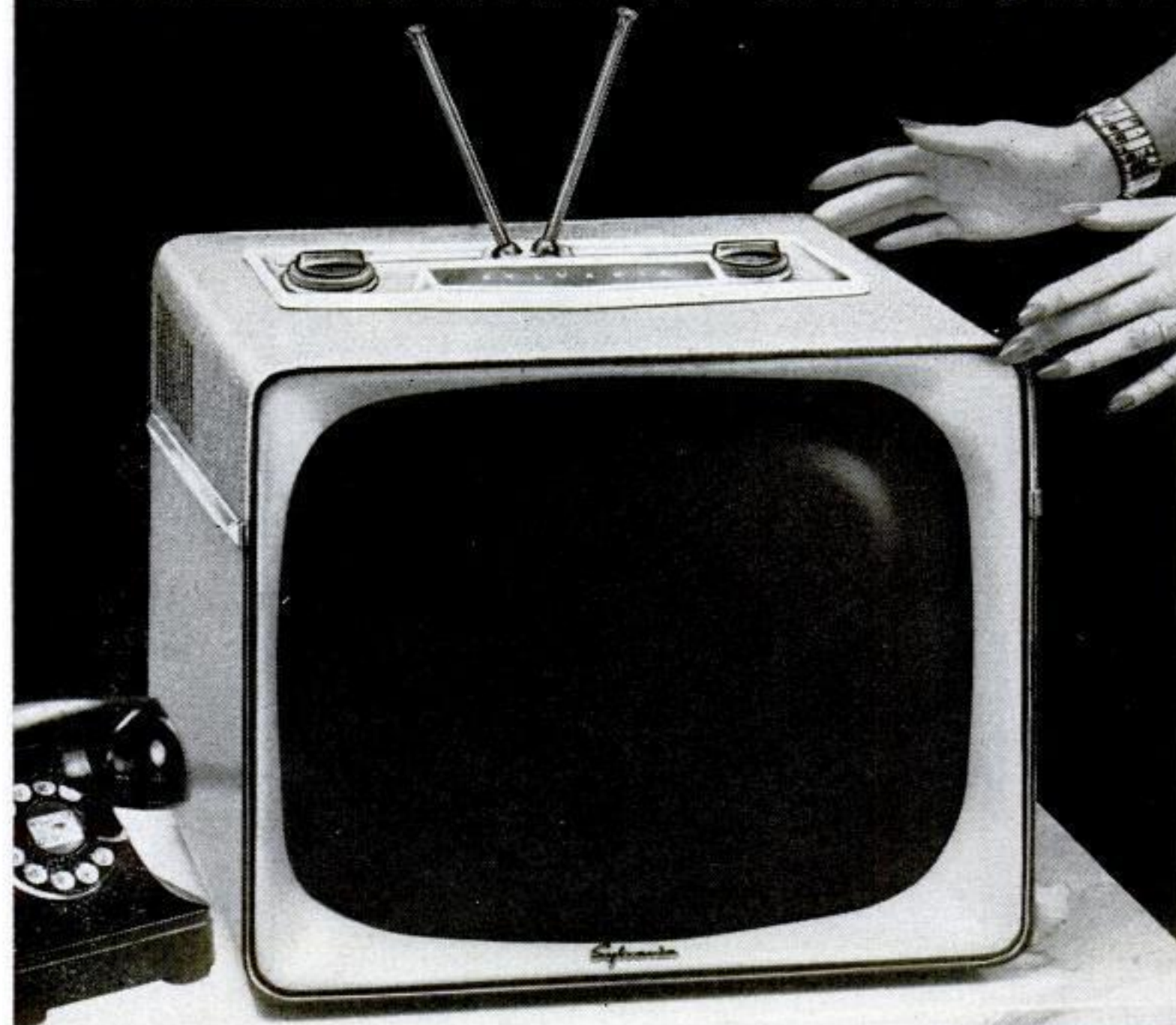
McNair, Washington *Post* society editor (left), and Mrs. Ray Henle, NBC commentator's wife.



GUESTS begin soup course. Mrs. Morgenstierne is in the lower left-hand corner with back to camera. To her left, out of picture, is Secretary of Treasury George Humphrey. Going clockwise from him is Mrs. William Knowland, Undersecretary of State Christian Herter, former Minister to Norway Mrs. Borden Harriman, State Department Protocol Chief Wiley Buchanan, Mrs. Arthur Krock, Special Envoy to Middle East Eric Johnston, Mrs. Buchanan.

House Minority Leader Joseph Martin, Mrs. Herter, British Ambassador Sir Harold Caccia, Mrs. Nixon, Ambassador Morgenstierne, Mrs. Humphrey, Senator Theodore Green, Mrs. Charles Elbrick, Assistant Secretary of State Walter Robertson, Mrs. Johnston, Arthur Krock of the *New York Times*, Mrs. Robert L. Bacon, Assistant Secretary of State Charles Elbrick, Mrs. Robertson, Senator William Knowland, Lady Caccia (hidden), Vice President Nixon.

SYLVANIA 17" SLIM JIM



SYLVANIA cuts 7" from depth of the set!

Slimmest Case—Even slimmer than small-screen portables. Here's family-size TV that adjusts to its surroundings like a tiny-screen set—the first big-screen portable that fits *anywhere*!

Biggest Screen—A bigger picture than any other 17"* picture tube gives you—a full 150 square inches of viewable area.

Clearer Picture—Sylvania's new "S-110" chassis builds added power for fringe areas. High voltage assures sharper focus.

Don't miss special introductory offer on opposite page...

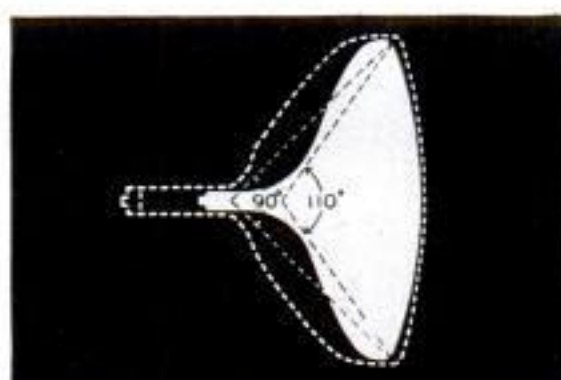


Sylvania cuts 7" from the depth of the case. The picture is bigger than ever, but Sylvania engineers figured out a way to make the case slimmer, lower, and narrower than any other big-screen television set.

Slimmer, lower, lighter Slim Jims are priced from \$139^{95†}

Sylvania's revolutionary new tube makes it possible. Before Sylvania pioneered this development, picture tubes had a small angle and a long, long neck that required a deep and awkward case. But Sylvania's new 110° "Silver Screen 85" Tube has a short neck that cuts 7" from case depth.

*Overall diagonal measure
†Manufacturer's suggested retail price



SYLVANIA...fastest growing name in sight

DEAN'S DINNER CONTINUED



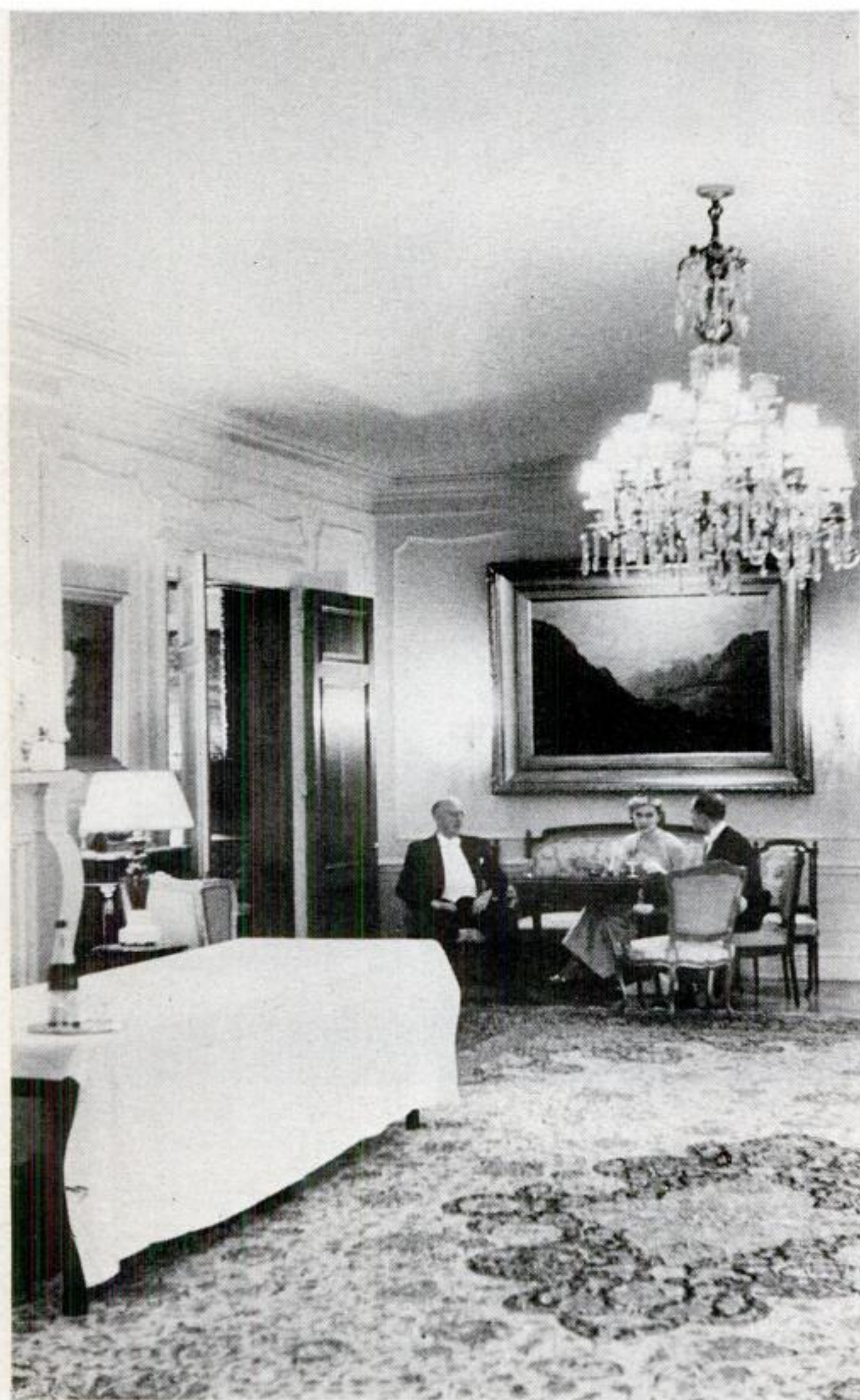
IN RECEPTION LINE after dinner Nixon, (left) talks to Mrs. Gwen Cafritz, Ambassador Morgenstierne embraces Chief Justice Earl Warren's daughter



IN CROWDED DRAWING ROOM guests had drinks. Light buffet was also served to top diplomatic, judicial and congressional Washington names.

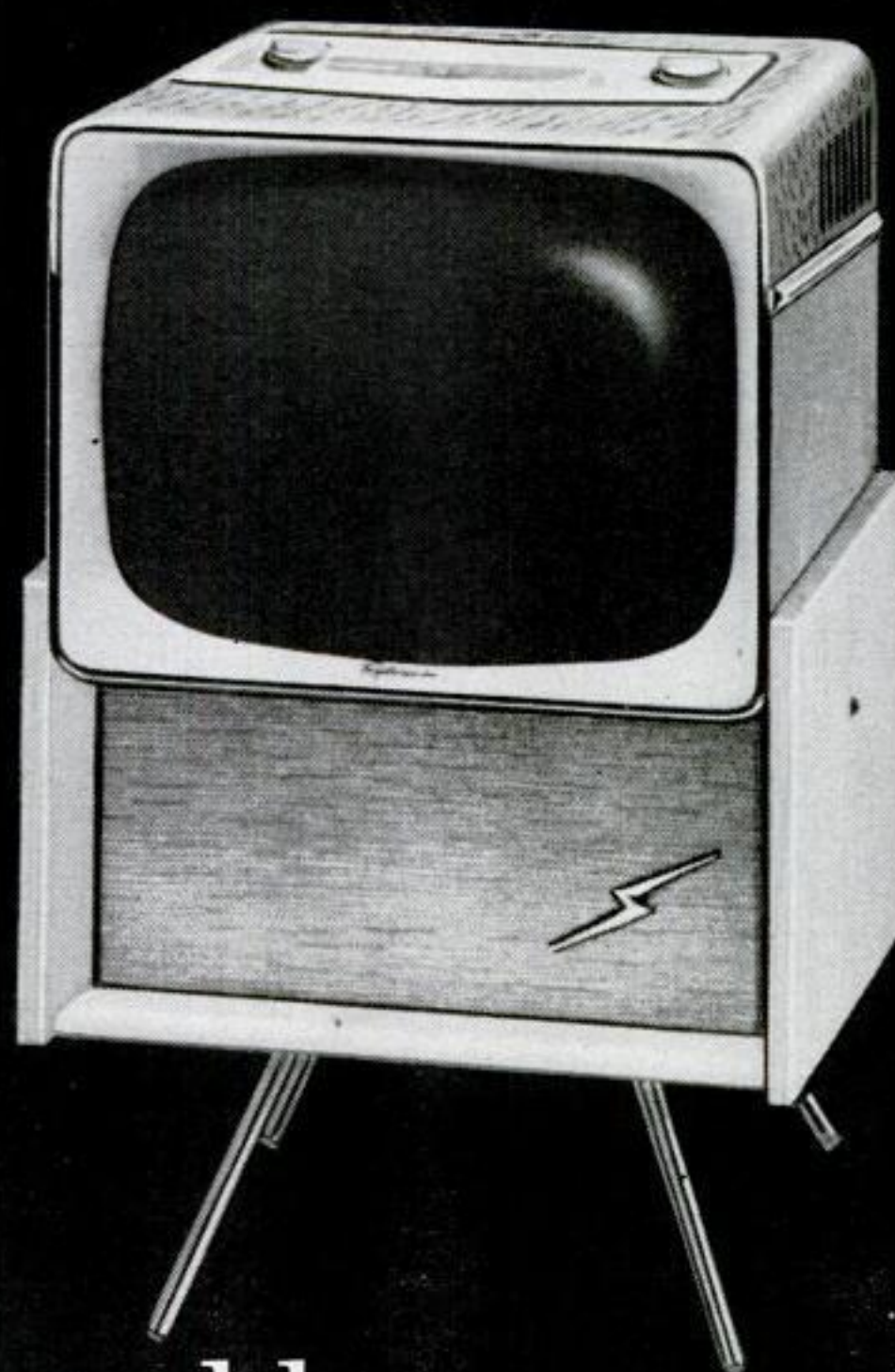


Virginia, Mrs. Morgenstierne kisses Edgar Prochnik, former Austrian minister, and (right) Señora de Berckemeyer, wife of Peruvian ambassador.



IN EMPTY DRAWING ROOM at evening's end, ambassador has a quiet moment with his daughter Marjorie, and Ulf Dahl, a Norwegian student.

SYLVANIA 17" SLIM JIM



Acts like a console
on this Swivel Base

*Here's extra mileage
for your Slim Jim portable*
(see opposite page)



When it isn't "on the go," your Sylvania Slim Jim portable can become a console with living-room manners. Just set it on this exclusive Swivel Base—and lift it out whenever you please! Handsome base can swing the set completely around—a full 360°—and angle the picture up or down to make your favorite chair the best seat in the house.



Slim Jim Portables are priced from \$139⁹⁵†

For a limited time, the swivel base, a
\$24.95 value, is yours for only **\$4⁸⁸†**
when you buy a Slim Jim portable

THE ONLY RADIO-CLOCK IN THE WORLD
WITH A NIGHT LIGHT

Sylvania's *Night Lighter*



It serves you 24 hours a day, every day in the year, for this small wonder by Sylvania is a rich-throated radio, a clock, a calendar, and a night light all in one. Exclusive Panelescent® dial glows gently by night. Precision timer wakes you to soft music, then buzzes. Calendar tells you the day and the month. And the smart two-tone cabinet comes in your choice of lovely decorator colors.

†Manufacturer's suggested retail price

SYLVANIA...fastest growing name in sight



A NEW ROOST FOR A ROOSTER

When the assistant sea-lion trainer at the Swiss Knie Circus was left with a rooster named Koko, he looked on the bird as a future meal. Koko displayed no talent for anything. He was such a docile, friendly rooster, however, that he was kept around. One day in Munich his master idly plunked

him down on the flipper of a sea lion named Leo. Instead of flapping off, Koko perched there, comfortable and content. This probably saved Koko, once and for all, from the pot. Having discovered that Koko has a talent for sitting on a sea lion, his master is thinking of making him part of the act.

Another adventure in one of the 87 lands where Canadian Club is "The Best In The House"

You can meet your downfall when an **ICE BRIDGE BREAKS**

1. "A fast cameraman nearly snapped the last picture ever taken of Walter Gonnason last month," writes Walter Gonnason, an American friend of Canadian Club. "When the rest of my camera party circled a glacial crevasse on Mount Victoria Glacier in Alberta, I gambled on a short cut. Or started to. Suddenly my solid-looking ice bridge gave way and I was falling like an express elevator."



2. "I might still be falling if my climbing rope hadn't held. I'm convinced there was no bottom to that crevasse. As it was, I wound up dangling in an icy chasm, my ribs bruised and my pride shattered."



3. "The only way out was straight up! And sheer, slippery ice all the way. As a buddy secured my rope topside, I used my prussik knots, hoisting my weight up and out with those movable loops of rope. It took forever but I finally made it."



4. "Chateau Lake Louise sure looked good after that experience. Especially when I ran into an old friend—Canadian Club!"

Why this whisky's
worldwide popularity?.....Only *Canadian Club* has
a distinctive flavor that captures in one great whisky the lightness of
scotch, the richness of rye, the smooth satisfaction of bourbon. That's
why no other whisky in all the world tastes quite like it. You can stay
with it all evening long.....in short ones before dinner,
tall ones after....."The Best In The House" in 87 lands.

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SUPPLIERS OF "CANADIAN CLUB" WHISKY
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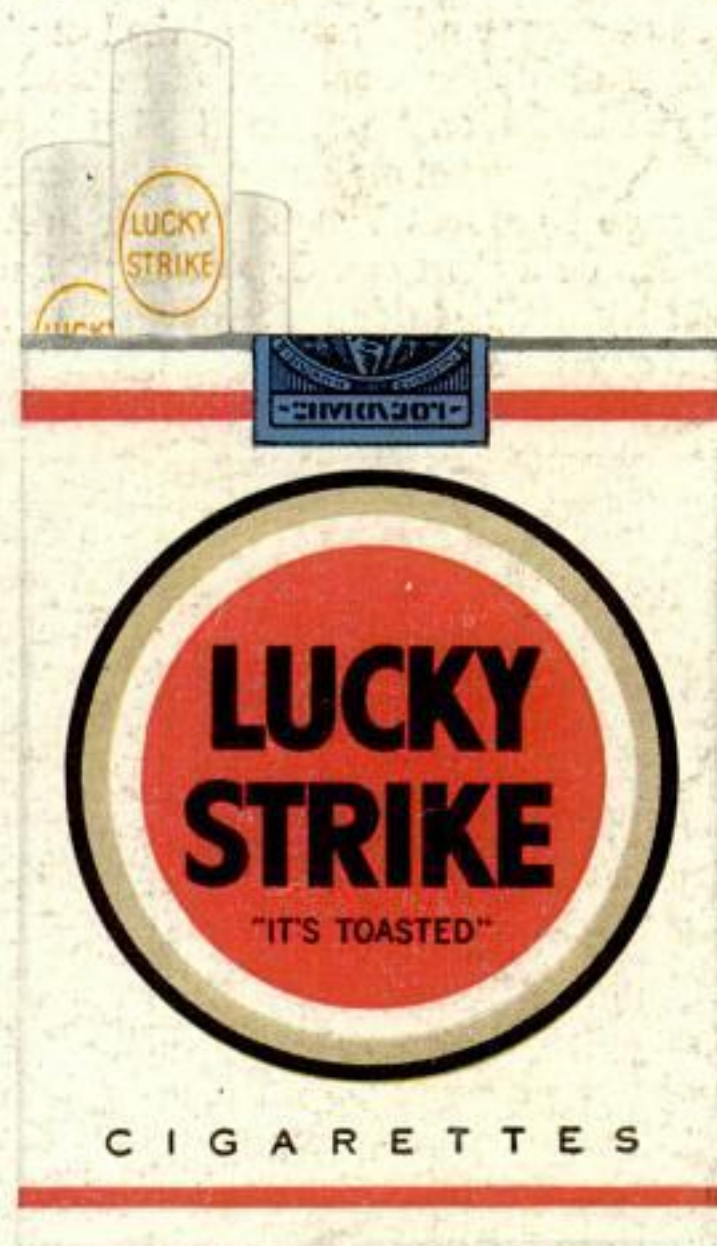


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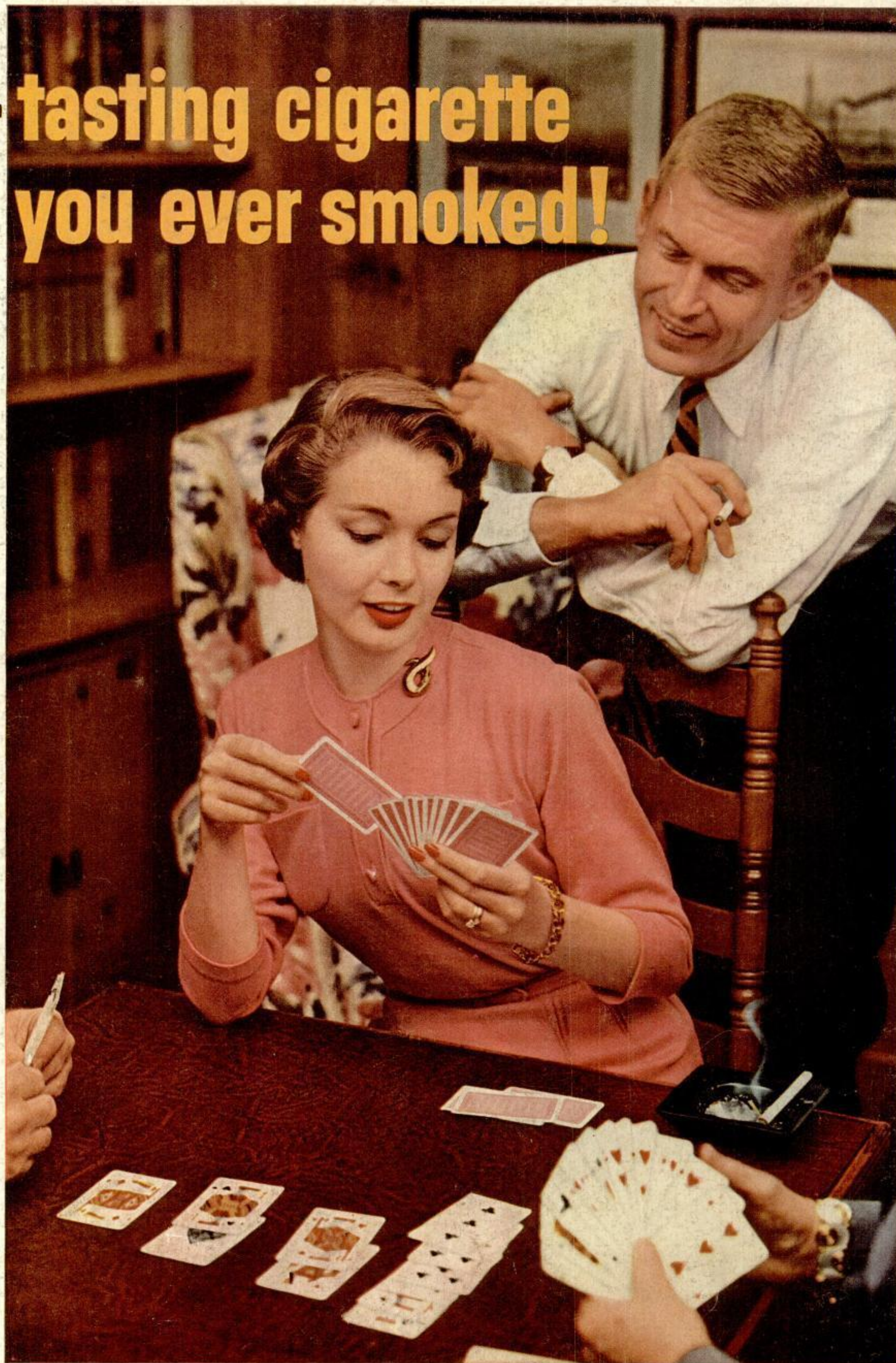
Right now! Enjoy the

best-tasting cigarette you ever smoked!

MAKE NO MISTAKE. Luckies give you what you want most in a cigarette: the unmistakable taste of truly fine tobacco. A Lucky is made of light, mild, naturally good-tasting tobacco that's **TOASTED** to make it taste even better. Have you tried a Lucky lately? You'll say it's the best-tasting cigarette you ever smoked.



*Right now!
Light up a
Lucky... it's
light-up time!*



Luckies taste better

"IT'S TOASTED" TO TASTE BETTER...CLEANER, FRESHER, SMOOTHER!

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